DECEMBER 16, 1946

PRICE 15 CENTS

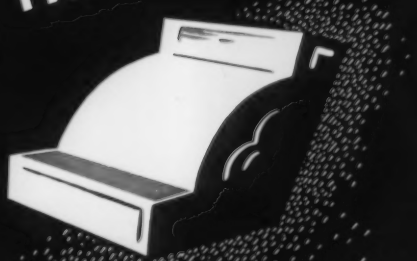
BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

Action

SPEAKS LOUDER THAN WORDS



KLZ Denver

MORE ADVERTISERS . . . LOCAL AND NATIONAL . . . BUY MORE TIME ON KLZ THAN ANY OTHER DENVER STATION

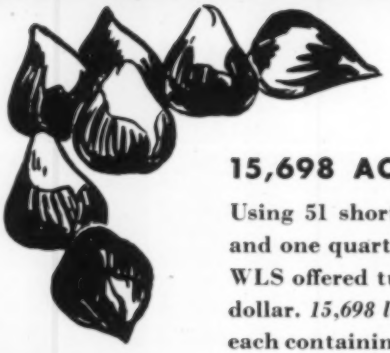
AFFILIATED IN MANAGEMENT WITH OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY

REPRESENTED BY THE KATZ AGENCY

WLS *RESULTS* DEPARTMENT

NYLONS BRING LETTERS—2,815 TO ONE PROGRAM

A November advertiser offered nylons for each joke used on his once-a-week WLS program. The first broadcast netted 2,256 letters, *twice* the first-week response on another 50,000-watt station. The *third* week, the response climbed to 2,815—2,815 letters from *one* program! WLS gets results.



15,698 ACTUAL SALES

Using 51 short announcements and one quarter-hour program, WLS offered tulip bulbs for one dollar. *15,698 letters* came back, each containing at least one dollar—15,698 cash sales! WLS sells merchandise.

WLS Feature Foods pulls 1,187

Martha and Helen offered their listeners a leaflet of Thanksgiving hints. 1,187 housewives wrote in for it.

Over 10,000 write for booklet on weight

A regular advertiser included an offer of a booklet on "Weight" in his advertising announcements on WLS. In 26 weeks, 10,776 requests for the booklet had come in to the station that gets results!

756 replies to one early morning announcement

An overall manufacturer who regularly uses a 6:45 a.m. announcement on WLS, offered a key-chain tag one morning . . . just once! Result: 756 letters.

51,000 paid admissions

WLS response is measured in more ways than mail. Our entertainers play theaters, fairs and community events the year around. In the month of October, 51,200 people paid to see them. WLS *talent* gets results!

total results—a million letters a year and more

On November 16, with six weeks more of 1946 to go, the WLS mail response for this year passed the 949,000 mark. We have received more than 17,000,000 letters in 16 years . . . a continuing response that proves, in Midwest America, WLS gets *results!*

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

One Stroke COVERS NEW ENGLAND

You can paint compelling word pictures of your product . . . not by dibs and dabs but with ONE sweeping stroke . . . when you use the coverage brush of The Yankee Network.

It's the kind of coverage that penetrates every part of 24 key markets. In the coming days of keener competition, rapidly increasing self service stores and changes in merchandising, you need the consistent sales appeal provided by the direct impact of Yankee's 24 home-town stations.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

HIGH POWER operation in new FM band in sight if Radio Diablo, San Bruno, Calif., petition for test operation of new Eitel-McCullough developments can be considered an opening door. Commission is expected to act favorably on petition immediately. According to the insiders, Eimac has the stuff now for 50 kw operation.

COMING UP Jan. 1, two important shifts in station representation. Free & Peters Inc. takes over KFAB Omaha, CBS affiliate which shortly will debut with 50 kw, and KEX Portland, Westinghouse-owned ABC outlet which likewise is slated for peak power.

IT'S TOUCH AND GO now as to whether CBS radio sales headed by enterprising Vice President Howard S. Meighan will expand national spot representation to cover number of affiliated stations. Division now represents only network's managed and operated stations plus WAPI Birmingham (in which it holds minority interest) and WBT Charlotte which it formerly owned. Demand from stations plus desire to tap new revenue sources, with network overhead vastly increased, may motivate expansion.

NOW THAT Supreme Court has held hidden ownership is grounds for license revocation (see story, page 17), several members of new Congress preparing to demand that FCC take similar action in several other cases. Documentary evidence being assembled said to indicate that some favored New Dealers hold 10% or more of several stations but official records don't show it, according to high Republican source.

MARS Inc. (candy) will enter Mexican market soon after first of year with Spanish language version of *Dr. I. Q.* over network originating from XEW Mexico City. Senor Jorge Marron, who has headed Mexican *Dr. I. Q.* program over XEW for El Aguila cigarettes through W. C. Grant Adv. Inc., will appear as guest on regular *Dr. I. Q.* program on NBC tonight, 9:30 p.m. CST. Program sponsorship contingent upon completion of Mars Inc. factory and offices in Mexico City under construction for past year.

BUMPER CROP of singing commercials being proffered these days may result in more stringent "rationing" of station breaks, particularly by larger metropolitan stations. Rash of new jingles in first quarter business said to be responsible for this line of thinking by larger station operators.

RECOGNIZING IMPORTANCE of radio in international affairs, new school for social research New York shortly will announce special course in that field, probably to begin in February. Dr. Arno Huth, formerly of Geneva, one of world's foremost experts in radio, will conduct lecture series.

Upcoming

Dec. 17: Canadian FM policy meeting, Ottawa.

Jan. 5-7: NAB Board of Directors, Mark Hopkins Hotel, San Francisco.

Jan. 8-10: NAB Area Meeting (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.

Jan. 10: FM Assn., Organization Business Meeting, 10 a.m., Hotel Statler, Washington.

Bulletins

NEGOTIATIONS for new contract for WLIB New York announcers reportedly broken off Friday by American Communications Assn. (CIO). Old contract was to expire midnight, Dec. 14. Stalemate termed by WLIB President Jackson Leighter as resulting from "our refusal to yield to demands of the union that we pay any raises agreed upon retroactive to date of old contract's expiration." He said no strike threats made.

CANADIAN FM policy meeting scheduled Dec. 17, Ottawa, with Dept. of Transport, CBC, CAB and manufacturers attending.

Business Briefly

BBDO FOR GENERAL ● General Baking Co. N. Y., appointed BBDO, N. Y., effective Jan. 1, to handle advertising for entire country. Agency now handling account in New England, placing participations on women's programs.

BOYLE MIDWAY SHIFTS ● Boyle Midway (wax household products), division of American Home Products, appointed W. Earl Bothwell Adv. Agency, N. Y. to handle all advertising. Budget formerly shared by Bothwell and Dancer-Fitzgerald-Sample, N. Y. Frank Kearney, Boyle Midway account executive with D-F-S, resigned to join Bothwell.

AUTO DEALERS SIGN ● *Let's Talk About Automobiles*, Mondays 9:30 p.m., starts tonight Yankee network. Sponsor: New England auto dealer associations.

SPONSORS GAMES ● KALL Salt Lake City, KLO Ogden, KOVO Provo, KVNU Logan, KOAL Price carrying eight U. of Utah Saturday night basketball games (started Dec. 14). Sponsor: Tidewater Assoc.

CREST SPECIALTY PLANS ● Radio included in Crest Specialty Co. (Spiffy) 1947 national advertising plans. Kuttner & Kuttner, Chicago, appointed agency.

Twin City Group to File Rival Bid for KSTP

COMPETITIVE bid for acquisition of 75% interest in KSTP St. Paul, meeting initial $825,000 offer of Stanley E. Hubbard, president, general manager and 25% stockholder, will be filed with FCC forthwith by group of prominent St. Paul and Minneapolis businessmen.

Scheduled to be submitted today (Dec. 16) or tomorrow, bid is premised on desire of group of nearly two dozen to retain ownership of 50 kw NBC outlet in local hands. Application, filed just at 60-day deadline for competitive bids, brings out that Mr. Hubbard's purchase of 75% stock financed by Aviation Corp., New York, which owns Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York and associated enterprises) and that Avco in turn holds option to purchase 75% six months hence for $1,200,000.

Heading syndicate is William F. Johns Sr., Chicago, who with his family owns WTMV East St. Louis and WOSH Oshkosh, Wis., and who heads Ridder-Johns Inc., national newspaper representatives. Application states Mr. Johns, formerly general manager of St. Paul *Dispatch* and ex-president WTCN St. Paul, will divest self of present interests to become KSTP general manager.

Others in group include David Winton and brother Charles J. Winton Jr. of Minneapolis, former majority owners WLOL Minneapolis (who now hold minority) and who would invest $37,500 each toward purchase price; and Ray C. Jenkins, Minneapolis, radio consultant, formerly KSTP sales manager, whose share would be $50,000. Johns Sr. investment listed at $111,000, with son William F. Johns Jr., St Paul, now in radio sales, listed at $14,000.

Other participants and their financial interests are, of St. Paul: I. A. O'Shaughnessy (oil operator) $100,000; Robert E. Albrecht (furrier), $10,000; Nathaniel Bangs (livestock), $20,000; Arthur Lampland (lumber), $5,000; Alfred Brenner (banking and brewing), $10,000; Truman Gardner (real estate and investment), $15,000; Thomas Irvine (manufacturer) $100,000; S. MacMillan Shepard (investments), $30,000; George Benz (real estate), $50,000; Walter Rosenberry (lumber), $100,000; Charles C. Cook (securities), $30,000; Warren E. Burger (attorney and counsel for group), $100,000; Ryland S. Rothschild (real estate), $10,000; Roland J. Faricy (attorney), $5,000. From Minneapolis: Alfred D. Lindley (attorney) $5,000; George Crosby (real estate), $10,000.

New bid is only other so far received competitive with Hubbard-Avco transaction. Application handled by Fontaine Bradley, of Washington law firm of Covington, Burling, Rublee, Acheson and Shorb. Applicant proposes to acquire from estates of Lytton J. Shields and Frank M. Brown 50% and 25% holdings respectively in KSTP contracted for by Mr. Hubbard and transfer of which now awaits FCC approval.

Contract states if interest is acquired, approximately 5% of stock would be offered employes of KSTP at identical price.

Mr. Hubbard held option for acquisition of Shields' holdings at best bona fide outside price. Appended to application of Twin City group is exhibit contending that Messrs. Shields and Brown in 1927 had agreed never to sell

(*Continued on page 94*)

from where we're standing...

...the view is wonderful. We can look out across a 17-county market that spent more money on retail purchases last year than the nation's 12th biggest city!

That's a lot of market. It pivots around Syracuse, industrial sparkplug of Central New York . . . it includes eleven cities of 10,000 population or more . . . it has 301,000 radio families . . . it keeps hitting new highs in manufacturing and agricultural production.

WTRY, Albany-Troy-Schenectady, & WELI, New Haven, are also H. C. Wilder Stations

You can reach *all* of it with WSYR—*only* with WSYR, the best-liked, most influential station in this Central New York area.

This is WSYR's market . . . big now, and growing bigger. And from where we're standing, it looks like a market no advertiser can afford to miss.

WSYR
SYRACUSE

570 kc.—5000 watts
NBC in Central New York

"The coming electronics capital of the world"

Represented by Headley-Reed

Fulton Lewis, jr.

available now* in Yankton, S. D.

Reach this rich middlewestern market with the nation's outstanding cooperative program! Fulton Lewis, jr. is available for sponsorship on WNAX, Yankton, South Dakota.

On 231 stations from coast to coast a steadily growing group of local and national advertisers finds that Fulton Lewis, jr. enters homes as a news guest . . . and remains to *sell.*

Wire, phone or write us immediately for complete information about Fulton Lewis, jr.—the No. 1 Cooperative Program on the air today.

***Offered Subject to Prior Sale**

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

Did FCC Staff Distort Blue Book Facts? 15
BMI Holds Post Open for Porter 15
Future of Color Video in FCC's Hands 16
WOKO Reorganization Seen 17

BROADCASTING TRENDS
Blue Book Not Compulsory, Managers Say 18
Independent Hearings Section Considered 20
Ten Authorizations Made for 550 kc 20
FCC Hearings Calendar 22
Rating Technique Advances Displayed 32
P&G Plans Combined Program 34
UAW Maintains Right to Run Station 38
Censorship Threat Seen by 'News' 42
Text of Opinion in WOKO Case 44
Correspondents Protest Court Treatment 79
Radio Debated on 'Town Meeting' 84
RMA Predicts 16,000,000 Set Output 91
Stations for Cleveland, Raleigh 93

DEPARTMENTS

Agencies	60	Our Respects to	50
Allied Arts	62	Production	56
Commercial	54	Programs	68
Editorial	50	Promotion	66
FCC Actions	70	Sid Hix	18
Management	52	Sponsors	64
Network Accounts	64	Technical	62
News	58	Turntable	60

Upcoming 79

At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

EDITORIAL
ROBERT K. RICHARDS, *Editorial Director*

Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Lawrence Christopher, Paul Fulcomer, Irving Kipnes, Kathryn Swanson, Mary Zurhorst; EDITORIAL ASSISTANTS: Margaret Elliott, Elizabeth Jo Hailey, Cleo Kathas, Frances Tymann; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS
MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE
BERNARD PLATT, *Director*

Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION
WINFIELD R. LEVI, *Manager,*

NEW YORK BUREAU
250 Park Ave., Zone 17. *PL*aza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Hilliard H. Wolfe Jr., Patricia Ryden, Dorothy Macarow.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
5000 Sunset Boulevard, Zone 28. *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING ® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING ®—The News Magazine of the Fifth Estate. Broadcast Advertising ® was acquired in 1932 and Broadcast Reporter in 1933.
® Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

Fashion Sells

In women's clothes, style sells . . . And in the Nashville Market style and quality-conscious people buy more than 20 million dollars worth of clothing each year in retail stores . . . But this market isn't based on fashion alone . . . Steady retail sales, backed by 800 million dollars spendable income, make a permanent market for your product . . . Let WSIX get you into this market. A large part of the radio families listen to a variety of favorite shows broadcast by WSIX.

WSIX gives you all three: Market, Coverage, Economy

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

5,000 Watts • 980 KC
AMERICAN • MUTUAL

Represented Nationally by the KATZ AGENCY, Incorporated

DON'T LET "GLAMOUR" BLIND YOU TO YOUR OUTSIDE* AUDIENCE

on the Pacific Coast, either!

Approximately half the retail sales on the Pacific Coast are made outside the "glamour" counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee completely covers the OUTSIDE as well as the INSIDE half . . . a C. E. Hooper 276,019 coincidental telephone survey proves it.

GIVE the waiting *outside audience* a present on the Pacific Coast—put your radio show on Don Lee, so they can hear it. Otherwise, they can't!

All four networks cover the inside, or seven "glamorous" major metropolitan county areas but only Don Lee is big enough to deliver the "meat and potatoes" *outside audience* also.

How come? Most markets on the Pacific Coast are surrounded by mountains—5,000 to 15,000 feet high—and the long-range broadcasting of other networks can't reach them. Don Lee, however, has a station located within every important mountain-surrounded market. Don Lee stations total 40—more than all other Pacific Coast networks combined. Matter of fact, in 26 rich markets, Don Lee has the *only* station.

When you reach the Pacific Coast *outside audience* (by using Don Lee, of course), you are tapping a sales market representing about half the Pacific Coast population of over 12 million people, who account for nearly 50% of the 9 billions in Pacific Coast retail sales each year.

Put Don Lee first on your radio advertising schedule for 1947 and cover the Pacific Coast completely, *inside and out*. Remember: More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

CITY EXAMPLE NO. 8 : ASTORIA, OREGON

An exclusive Don Lee *outside market*

TOTAL RETAIL SALES	$16,080,000

Sales Management, 1946 . . . Survey of Buying Power

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Nebraska's
CAPITAL CITY STATION

A "CAPITAL" IDEA

Lincoln is not only Nebraska's second market, but also the home of two great institutions, the State Capitol and the University of Nebraska.

There is only ONE radio station in this rich market that concentrates on serving the people in the Lincoln area alone. That is KFOR, with the best in ABC and Mutual shows, powerful local programs, and a continuous stream of public interest events for and about the Lincoln area.

Write for the attractive booklet that tells the complete story of how KFOR is selling Lincoln for others, and can sell Lincoln for you.

Represented by
EDWARD PETRY CO., INC.

KFOR
LINCOLN, NEBRASKA
GORDON GRAY, Vice Pres. and General Manager
HARRY PECK, Station Manager
BASIC ABC-1240 KC
LOCAL CHANNEL

Feature of the Week

BECAUSE he felt the "industry needs a statement of principles by which it may be guided," Ray Dady, vice president and station director of KWK St. Louis, sent a memo to his staff asking for a broadcaster's creed.

Mr. Cavanagh

"It should be a creed to codify and make permanent some of the principles of broadcasting which have proved their validity in these years of trial and error," he wrote. "It should be a creed to inspire us; a goal to strive for; a statement of principles by which we should be guided in our efforts to render a better service to the public."

The memo initiated a contest at KWK, offering a $50 cash prize for the best entry, to be selected by Robert Convey, station president.

The winner is Lee Cavanagh, an ex-serviceman, and staff announcer.

His winning KWK Radio Creed follows:

To be ever conscious of the duties and responsibilities incumbent upon the representatives of this most articulate medium of public service;

To use the voice of radio to inform accurately, to inspire spiritually, and to entertain wholesomely the greatest possible number of people, without neglecting the needs of minorities;

To strive to dissipate the darkness of intolerance and ignorance through the advancement of true Americanism;

To perpetuate the principles established by our predecessors and to advance the ideals here set forth, we pledge our individual skills and talents.

KWK is having the Creed reproduced in script to replace the Honor Roll in the lobby. And now Mr. Dady thinks the idea might be extended to include all radio, in a nation-wide search, with a judges' committee made up of the best qualified industry leaders to select the ultimate winner.

Well, stations, what do you think of the idea?

Sellers of Sales

THROUGH 20 years on the air, Irene Beasley has sold her songs, her productions, and her personality, but above all, she has sold radio to millions of her listeners. At present she is that rare combination of producer, head of her own production service, singing star, and mistress of ceremonies on one of her own network productions as well. She was also just elected to the New York AFRA local board.

Star and m.c. of *Grand Slam*, daily musical quiz that she creates and produces, she coordinates a behind the scenes organization of 35 people. The program, which gives the listener a chance to compete with studio audience for prizes, is presented coast-to-coast over Columbia, Monday-Friday, 11:30 a.m. Sponsor is Continental Baking Co.; Ted Bates is agency. Approximately 60,000 letters a week are drawn by the show.

IRENE

Over 20 years ago, Irene had one of her original songs published and for two years thereafter she traveled around the country offering to present a quarter-hour of music on local stations in return for the privilege of including her own songs in her radio repertoire.

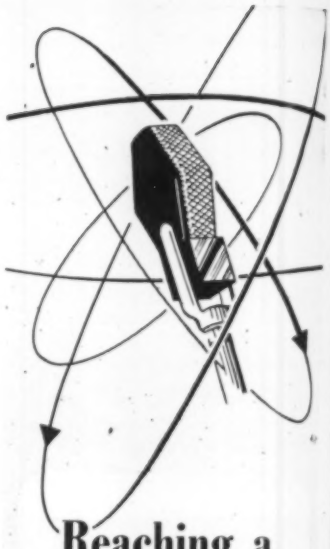
In 1938 she began writing a daily show for CBS, *R. F. D. No. 1*, on which she was singer, m.c. and commentator. Soon after she tried to sell sponsors on commercials in music, but they weren't interested then.

When Pepsi-Cola started its singing jingles, Irene was ready with several spot campaigns that she wrote as well as sang. Then she took over the live spots for Procter & Gamble's Ivory Flakes.

By 1940 she was known as "radio's tallest gal on the shortest complete broadcasts on the air."

She organized her Radio Production Service in 1942. From 1943 to 1945 she produced and starred in *Neighbors*, a daily program of songs and stories coast-to-coast on CBS for Wesson Oil. The Service's biggest job now is Irene's *Grand Slam* show.

Born in Whitehaven, Tenn., she has grown up with radio, and is one of the strongest proponents of the idea that the listeners have grown up with radio, too, and consequently she never plays down to them.



Reaching a SALES-RICH MARKET

The greater York market, rich in industry and agriculture—it's a good buy at low cost.

WORK
YORK, PA.
NBC MUTUAL

Represented by
Radio Advertising Company

ON DUTY 24 HOURS A DAY—SERVING

NORTH JERSEY—AMERICA'S FOURTH LARGEST MARKET

for 26 national & regional advertisers
48 retail advertisers

at a cost of:

less per listener — in North Jersey— ***America's 4th Largest Market**** — than any other station including all 50,000 watters!

WAAT

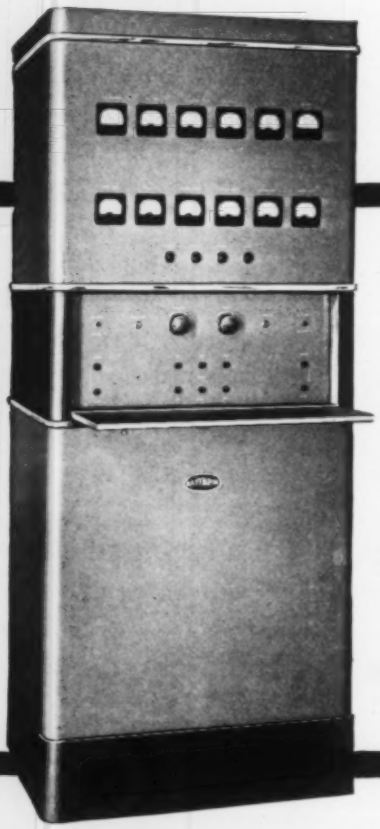
970 KC
NEWARK, N. J.

**"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"*

**Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne, Dallas.*

More and More 250 Watt Stations

are being powered by Raytheon



Here's the AM Transmitter that small-station owners are turning to... for its dependable, simpler circuits... its advanced design ...its modern, "dress-up" beauty!

HERE'S WHAT THE SMALL STATION NEEDS!

...Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

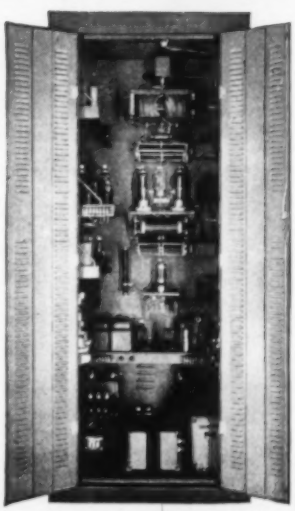
1. **Simplified, More Efficient Circuits** – A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion.
2. **Increased Operating Efficiency** – The use of the most modern improved components which are operated at well below their maximum capacity together with simplified circuit design greatly increases overall operating efficiency.
3. **Greater Dependability** – Due to the use of Triode type tubes, feedback failure will not cause a complete breakdown and the signal quality will still be good. Cooled by natural convective air currents, it is not subject to damage or fire caused by a blower failure.
4. **Simple, Speedy and Accurate Tuning** – All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. A clutch-equipped low-speed motor makes micrometer adjustment of the two tuned stages very easy.
5. **No Buffer Stage Tuning** – The use of a Video type amplifier in the buffer stage eliminates this complicated tuning.
6. **Silent Operation** – Natural air cooling means no blower noise, permits microphones in same room with transmitter.
7. **Low Audio Distortion** – Triode type tubes used in the audio stages have inherently lower distortion level. Specially designed audio transformers reduce audio distortion still further.
8. **Easy Servicing** – Vertical chassis, symmetrical mechanical layout and complete accessibility through double rear doors and hinged side panels make the RA-250 a favorite.
9. **Easily Meets All F.C.C. Requirements** – All electrical characteristics are well within the F.C.C. requirements. Noise level is –60 db below 100% modulation. Frequency response ±1 db from 30 to 10,000 cycles per second.

ANNOUNCED only a few short months ago, the Raytheon 250 Watt AM transmitter has already won its way into the forefront of small station broadcasting. Presented as a transmitter of unsurpassed design, unsurpassed styling and unsurpassed engineering excellence, it has proved its claims on all three points. Visitors exclaim over its striking, modern beauty . . . beauty that gives a "show-place" air to any station. Station owners are delighted with its dependable performance . . . its silent operation . . . and the high fidelity signal it puts on the air.

Before you select a 250 Watt transmitter, be sure you possess *all* the facts. Write or wire for our specification bulletin.

RAYTHEON

Excellence in Electronics



RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division, 7517 No. Clark Street, Chicago 26, Illinois

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

You get up to DOUBLE THE AUDIENCE AND MORE!

TOPS IN RADIO

Copyright 1946, WAKR

ABC NETWORK
5000 WATTS
Day and Night
WEED AND CO.
National Representatives

WAKR
First in Listeners!
TOTAL RATED PERIODS *

WHEN YOU BUY

WAKR AKRON

WAKR'S average ratings on 41 ABC day and night shows are TWICE as large as the national average*

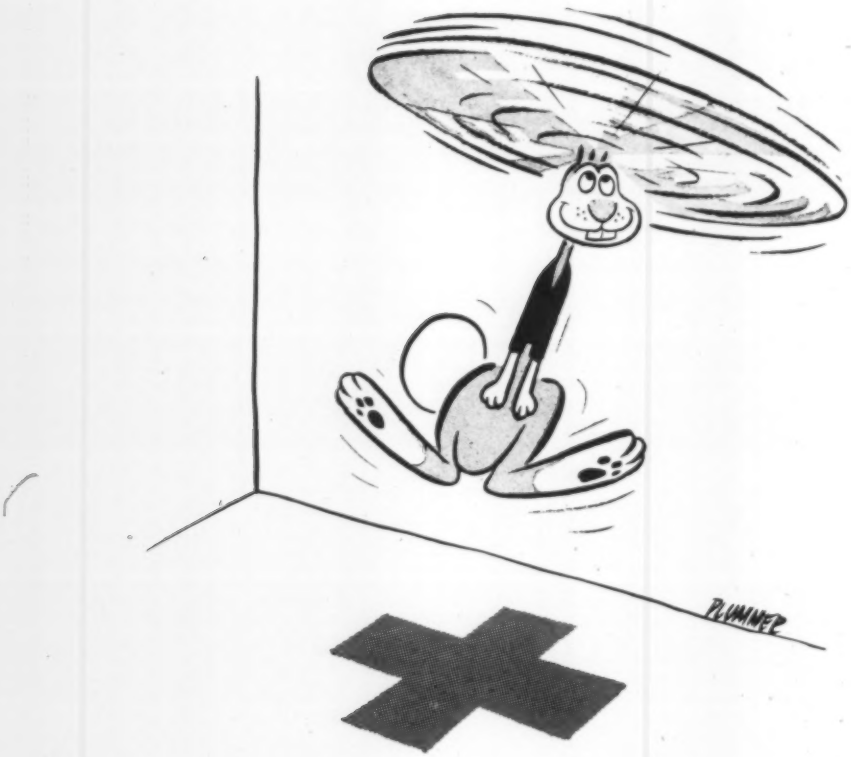
here are a few good examples –

PROGRAM	NATIONAL RATING	WAKR RATING
Breakfast Club	6.0	20.4
Breakfast in Hollywood	8.2	18.8
Ted Malone	4.2	12.8
Glamour Manor	4.2	14.1
Jack Armstrong	4.6	12.0
The Sheriff	8.9	14.9
Alan Young	5.3	12.4
Gang Busters	9.1	13.1
Woody Herman	3.4	12.4
Your F. B. I.	9.7	15.5
Home Edition	5.2	17.4
Hymns of All Churches	2.8	11.2

*HOOPER RATING, DECEMBER, 1945 THRO

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT?



● Next to the helicopter act by our little friend above, the most spectacular rise we know of is the *increase in spot-broadcasting.* During the ten years from 1935 to 1945, spot-broadcasting increased more than *double* the percentage of rise for network radio—more than three times the ditto for magazines—nearly 500 times the ditto for newspapers!

Spot-broadcasting, of course, does require more *effort* than some other media. But you can bet your life the average results are far greater than for other media . . . or "national spot" would never have earned the increases noted above! Want all the facts?

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6373 · NEW YORK: 444 Madison Ave. Plaza 5-4130 · DETROIT: 3463 Penobscot Bldg. Cadillac 4255 · SAN FRANCISCO: 58 Sutter Sutter 4353 · HOLLYWOOD: 6331 Hollywood Hollywood 2151 · ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
TELECASTING

VOL. 31, NO. 24 WASHINGTON, D. C., DECEMBER 16, 1946 $5.00 A YEAR—15c A COPY

Did FCC Staff Distort Blue Book Facts?

Commission Probe Is Requested By WBAL

By RUFUS CRATER

A CHARGE of "false, distorted and misleading" references to WBAL Baltimore in FCC's Blue Book, coupled with a plea for an investigation, was filed with the Commission by WBAL counsel last Friday.

The petition asked for "an appropriate retraction of the [Blue Book's] unfair accusation against the operation" of WBAL by Hearst Radio Inc., and for "appropriate action" by the Commission "with respect to the person or persons responsible."

The Commission was asked to set the entire petition for oral argument at the earliest convenient date.

The petition contended that the Blue Book's citation of WBAL for purported over-commercialism led to the Drew Pearson-Robert S. Allen application for WBAL's 50 kw clear channel (1090 kc) facilities, and that the absence of program questions in FCC's issues for the hearing were evidence that WBAL would have been granted renewal without hearing had it not been for the Pearson-Allen application.

Reconsideration Asked

It asked that FCC reconsider its action designating the Pearson-Allen application for hearing with WBAL's renewal, and that the renewal application be granted "forthwith."

If the Pearson-Allen application is not dismissed, the petition requested the Commission to require that it be made complete — the application said program details would be supplied at time of hearing—and that FCC then "subject it to careful examination to determine whether any comparative consideration is necessary."

Pending a study of the petition, WBAL asked for postponement of the consolidated hearing, now scheduled Jan. 13.

The petition was filed by Hearst Radio's Washington counsel, Littlepage & Littlepage and Dempsey & Koplovitz, on the last permissible day under the Commission's rules. Messrs. Dempsey (William J.) and Koplovitz (William C.) were FCC counsel and senior assistant general counsel, respectively, under the New Deal.

It charged that in preparation of the Blue Book's comparison of WBAL operations before and after Hearst purchased the station from Consolidated Gas, Electric Light and Power Co. of Baltimore in 1934, "facts found in the Commission's records" relative to Hearst operation of the station were "suppressed to give a deliberately unfair and misleading picture of the operation of Station WBAL."

'Deliberately Misleading'

The Blue Book's picture of WBAL operations under the gas company's ownership was characterized as "deliberately misleading and can only have been designed for the purpose of making the Hearst operation suffer by invidious comparison."

"Hearst is not unmindful of the seriousness of the charges implicit in the request that the Commission investigate and determine the authorship of the WBAL chapter in the Blue Book," the petition declared. "Sufficient has been alleged in this petition to show that the false and misleading before-and-after picture drawn in the Blue Book of WBAL's operation under the gas company and Hearst, could not have been the result of inadvertence or mere incompetence.

"Certainly the Commission should not permit or sanction untruthfulness and deception in its own reports. The Commission requires those who file applications to do so with complete candor and truthfulness to insure the integrity of its system of reports. It is even more essential that the Commission should for the same reasons insist upon the same standard of integrity in those whom it employs to prepare such reports."

Filing of the petition followed by three days a letter sent to FCC by the Washington firm of Cohn & Marks, counsel for Messrs. Pearson and Allen, expressing a desire to cross-examine William Randolph Hearst, WBAL principal owner, and asking whether the Commission intends to follow "its past practice of requiring the parties in interest to appear before it in support of an application."

'Would Appreciate Notice'

Asserting that Messrs. Pearson and Allen would be present and testify, the letter said that "if the Commission does not desire to follow its customary procedure, we would appreciate notice to that effect in sufficient time to have a subpoena served upon Mr. Hearst in order to afford him ample opportunity to make plans for his

(Continued on page 89)

BMI Holds Post for Porter Decision

Appointment to Economic Mission to Greece Won't Interfere

APPOINTMENT of Paul A. Porter, former FCC Chairman and administration trouble-shooter, to head an economic mission to Greece with personal rank of Ambassador, does not preclude his acceptance of the presidency of Broadcast Music Inc., it was learned authoritatively last week.

While no comment was forthcoming either from Mr. Porter or from the BMI board of directors which met last Tuesday, expressly to consider the appointment, it was ascertained the matter was left open. Mr. Porter will make known his decision within the next couple of weeks, or in any event prior to Jan. 10 when he leaves by air for Athens. He is expected to return not later than the end of April. The BMI board will hold its regular monthly meeting in mid-January.

To Leave Government

Mr. Porter has stated he does not intend to remain in Government service. Just two weeks ago, he advised President Truman that he was leaving the Government for personal reasons. The President had kept open the chairmanship of the FCC which Mr. Porter left last February to become OPA Administrator. When Mr. Porter announced his intention to leave the Government, President Truman promptly named Acting Chairman Charles R. Denny to the chairmanship.

Meanwhile, there has been little indication from administration sources about the filling of the Porter vacancy on the FCC. The campaign by Republican Chairman Carroll Reece to have Republicans appointed to existing vacancies on independent agencies, as well as to the chairmanships, in view of his party's control of the new Congress, may have some bearing on the inactivity. Moreover, with the new Congress to convene in less than a month, it is thought that a recess appointment now would avail little, since the appointee would have to be nominated formally when Congress convenes Jan. 3 and would be subject to Senate confirmation.

Names thus far mentioned for the seventh place are little more than random thoughts. So far as is known there hasn't been any serious discussion of candidates, either Republican, Democratic or Independent. The present FCC comprises three Democrats (Denny, Walker, Durr); two Republicans (Wakefield, Hyde) and an Independent (Jett). The Republicans allege they are entitled to the existing vacancy and also have raised a question about party allegiance of the Republican members named during Democratic administration.

Adair Speculation

With the International Telecommunications Conference and other important hemispheric conclaves bearing upon fundamental allocations ahead next year, thought has been given to naming another engineer to the Commission. Logically speculated upon is George P. Adair, chief engineer of the FCC. Others whose names have been discussed informally include Commodore E. M. Webster, wartime Coast Guard Communications Chief, former FCC assistant chief engineer, and now director of telecommunications of the National Federation of American Shipping, Inc. Other possibilities discussed include Maj. Gen. Harry C. Ingles, Army Chief Signal Officer who

(Continued on page 88)

Future of Color Video in Hands of FCC

CBS Faces United Opposition From Many Sources

By J. FRANK BEATTY

THE immediate future of color television in the upper frequencies —a future that CBS insists can be a bright one if the FCC permits early commercial operation— awaits Commission decision. Today (Monday) members of the FCC, along with staff experts, are viewing developments in the color art during an inspection of CBS and Du Mont laboratories in the New York area.

CBS faced the united opposition of many other television developers at FCC hearings last week on its application to start, immediately, commercial color in the 480-920 mc (uhf) band. The present split band (vhf) ranges between 44 and 216 mc.

Case In Detail

CBS has developed sequential (mechanical scanning) color as against RCA's simultaneous (all-electronic) method. The network, however, merely asks the Commission to adopt a set of standards for uhf commercial color rather than approve any special system.

Flanked by Cowles, Westinghouse, Federal, Bendix and Zenith, Columbia made a 2½-day presentation with its top experts on the stand. The case was presented in great detail, with careful explanation of tests and developments.

Then the opposition went to work—Radio Technical Planning Board, Television Broadcasters Assn., RCA-NBC, Philco, Farnsworth and others. When the hearings were recessed Friday afternoon it was announced that Dr. Peter G. Goldmark and Ray D. Kell, main CBS and RCA technical witnesses respectively, will be cross-examined in January, when Du Mont also is expected to present its case.

NEW CHAIRMAN of FCC presides at first hearing since appointment, as color video problem was aired last week. Front row (l to r): Comr. Paul A. Walker, Chairman Charles R. Denny, Comr. Ray C. Wakefield; back row, Comrs. Rosel H. Hyde, Clifford J. Durr and E. K. Jett.

The week's hearings, first to be conducted by Charles R. Denny since becoming permanent chairman, brought to light many new developments in television and propagation studies, along with portent of what's to come. Whether they will lead to early opening of the 480-920 mc band for commercial color television, of course, is up to the FCC.

Opponents of CBS contended that field tests thus far conducted did not justify immediate commercial operation. The RTPB television panel (No. 6) revealed it had voted 11 to 3 in favor of further testing and development before color television is offered to the public.

Significant colloquy on knowledge of propagation traits of the 480-920 mc band, which is allocated to television experimentally, developed at the Thursday hearings during testimony by Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs. Opening the RCA case, he said not enough is known about this uhf band to justify commercial use.

Commissioner Jett interrupted to say that knowledge of the band is much more extensive than that available when the present video band was allocated some years ago. He said: "We have enough propogation information necessary to go ahead with color television if all other problems are worked out."

On several other occasions during the week Mr. Jett asked witnesses about the field testing of transmitting and receiving equipment. CBS introduced extensive evidence on this point, based on New York research. Those opposing the petition contended these tests were not adequate to justify commercial operation and attacked in detail various phases of the sequential color technique.

Resume of the testimony day by day follows:

First witness as the hearings opened Monday morning was Edward J. Allen Jr., chief, Technical Information Division, FCC Engineering Dept., who introduced a report covering joint FCC-CBS-RCA field intensity measurements at 700 mc during the spring of 1946. Signals were radiated from CBS experimental station W2XCT atop the Chrysler Bldg., New York, with recording stations as far away as Laurel, Md., 186 miles from the transmitter.

The data obtained show that terrain, vegetation and structures along the transmission path are extremely important in their effects on field intensity, along with

The Challengers . . .

CBS COLOR BATTERY (l to r): Joseph H. Ream, vice president and secretary; Kenneth L. Yourd, senior attorney; Donald Horton, research; Julius Brauner, general attorney; Nathan L. Halpern, executive assistant; Adrian Murphy, vice president; Frank Stanton, president; William B. Lodge, director of general engineering; Earl H. Gammons, Washington vice president; Lawrence L. Lowman, television vice president; Dr. Peter C. Goldmark, director of engineering research and development and inventor of the present CBS color system.

THE RCA array (l to r): K. D. Kell, in charge of television system research, RCA Labs.; E. W. Engstrom, research vice president; C. B. Jolliffe, executive vice president in charge of RCA Labs.; O. B. Hanson, NBC vice president and chief engineer; A. F. Van Dyck, assistant to Mr. Jolliffe; R. E. Shelby, in charge of development, NBC. In the rear: A. V. Bedford, G. H. Brown, RCA Labs.; G. L. Beers, RCA Victor.

tropospheric effects. Thus theoretical predictions not taking into account these factors cannot be relied upon, he concluded.

UHF Application

Glen Copperthwaite, assistant chief, FCC Economics Division, introduced a proposed ultra-high frequency allocation for discussion purposes, covering the 480-920 mc band. It specifies a maximum of seven channels for any one city out of the 27 channels of 16 mc each. Present 44-50, 54-72, 76-88, 174-216 mc television allocation provides 13 television channels of 6 mc each.

Main point of the allocation by cities, he said on examination, was to show that although the 480-920 mc allocation provided twice as many channels as the present split band, it will not permit twice as many stations in eastern cities.

Frank Stanton, CBS president, first witness for the network, stated Columbia's basic position, reviewed color television characteristics and outlined future policy. Nearly 150 CBS affiliates have asked the FCC to authorize color television in the ultra-high frequencies, claiming such action "represents the only real hope of successful commercial television operation," he said.

CBS selected sequential color television as against three-channel simultaneous or "electronic" television, he said, because of basic defects in the latter. These defects still exist, he added. The 480-920 mc allocation plan, he explained, is sufficiently broad to permit "electronic" color television.

Advantages of ultra-high television listed by Mr. Stanton were virtual freedom from ghosts through use of simple directional receiving antennas; virtual freedom from man-made noise and natural static; band will permit more than twice as many television

(Continued on page 80)

Reorganized WOKO Seen After Ruling

Court Decision Upholds Action By FCC

By BILL BAILEY

(Text of WOKO Decision page 44)

REORGANIZATION of WOKO Inc., Albany, N. Y., and filing a new application with the FCC appeared likely following conferences between stockholders and legal counsel in Washington late last week, it was learned.

Under a Supreme Court unanimous decision, handed down last Monday, the FCC was upheld in its denial of license renewal of WOKO because Sam Pickard, former Federal Communications Commissioner and one-time CBS vice president, held an undisclosed 24% interest for some 12 years.

By a vote of 8-0 (Justice Black not participating) the high court reversed the U. S. Court of Appeals for the District of Columbia and remanded the case to the FCC. Justice Black, a brother-in-law of FCC Comr. Clifford J. Durr, has never participated in a communications case.

The Commission is expected to order WOKO off the air after the Supreme Court mandate comes down. The mandate will be issued 25 days after the opinion, or sometime after Jan. 10, a court attache said. Since appeal was taken last year from the Commission's decision, WOKO has been operating under special temporary authority. The present STA expires Jan. 1, although the FCC is expected to renew it until after the mandate is received.

Conferences Held

Meanwhile representatives of the Press Co., 25% owner, conferred with legal counsel, Reed T. Rollo of Kirkland, Fleming, Green, Martin & Ellis, Washington law firm, while Raymond M. Curtis and Harold E. Smith, general manager, each 25½% owner, met with William J. Dempsey and William C. Koplovitz of Dempsey & Koplovitz, who handled the appeal for WOKO Inc.

Neither lawyer would comment but it was learned that the stockholders will attempt to set up a new organization involving WOKO, eliminating Mr. Pickard as a stockholder. Should the Commission consider a new application from a reorganized corporation, the question of multiple ownership might arise, inasmuch as Messrs. Curtis and Smith are controlling stockholders of WABY, in which the Press Co. also owns an interest.

During hearings on the WOKO renewal, the Press Co., through Mr. Rollo, submitted a proposal to the Commission whereby it would sell its interests in WOKO and purchase Messrs. Curtis and Smith's stock in WABY, thereby separating ownership of the two stations.

Should the Commission reject a new application from WOKO the duopoly question would be eliminated.

Pending before the FCC is the application of Van Curler Broadcasting Corp., requesting WOKO's facilities, 1460 kc. Van Curler seeks 5 kw unlimited, whereas WOKO operates with 1 kw day and 500 w night. Two other applicants had filed for the facilities but at consolidated hearing in mid-November the stockholders announced the three firms had consolidated into Van Curler [BROADCASTING, Nov. 18]. The application was filed contingent upon the Supreme Court sustaining the Commission.

In its decision the Supreme Court left the way open for the Commission to consider a possible new application from the present owners of WOKO. The station "appears to have rendered public service of acceptable quality and to be able to continue," said the high court.

"It may very well be that this

(Continued on page 87)

AFRA Members to Get Board Decision on Contract Offer

AFRA's national board met twice last week to consider network contract proposals, following the union's walk-out on negotiations a fortnight ago. Decision of the board, although not revealed, was slated to be reported to the union's membership at meeting scheduled to be held in New York on Tuesday (Dec. 17) and in Chicago, Los Angeles and San Francisco on Thursday and Friday. The results of the report, whether acceptance of the proposals, rejection or the next move in the proceedings, will then be voted upon by the members.

The network proposal, which was the major dispute when negotiations were suspended on Dec. 5, [BROADCASTING, Dec. 9] provided for a 25% salary rise for sound-effects men in New York and Chicago and a 30% rise on the West Coast on the sustaining contract. This proposal applies in New York only to CBS sound-men. The other sound men associated with NBC, ABC and MBS are all members of NABET.

Other network proposals included an overall 20% increase on the commercial code and a 20% increase on the sustaining code which applies to staff actors and singers only. The staff announcers (local and regional) contracts are being negotiated separately this week on the West Coast and in Chicago.

Blue Book Not Compulsory, Managers Say

Poll Shows Majority Feel Effect Of Document Has Been Good

DO BROADCASTERS think the FCC Blue Book has had a good effect on radio programming?

For the most part, yes.

Do they consider provisions of the FCC Blue Book as regulations which must be followed?

For the most part, no.

These basic conclusions are evident in results of BROADCASTING TRENDS second poll of station management on programming matters. The poll was conducted among the station manager panel for BROADCASTING TRENDS by Audience Surveys Inc., New York. This is the second part of the ballot which was reported partially in the Dec. 2 issue.

These were the salient results:

1. 53% of all stations interviewed think that the long-term effect of the Blue Book from the listeners' point of view will be good.

2. 59% of all stations interviewed believe that the long term effect of the Blue Book from the stations' point of view will be good.

3. 65% of all stations responding do not consider the provisions of the FCC Program Report as regulations which must be followed by broadcast licensees.

Broadcast station managers were given an opportunity in this section of the survey to express their viewpoint on the Blue Book provisions. These viewpoints varied from enthusiastic praise to condemnation of the provisions as "censorship."

It was demonstrated in tabulations resulting from Part I of this survey [BROADCASTING, Dec. 2] that 76% of the nation's stations increased their 1946 program expenditures over 1945; that 76% of the stations are including more local news in news programs; that 72% are producing more public interest programs; that 70% are applying stricter standards controling the length or content of commercials; that 68% are broadcasting more local live programs.

In other words, it was illustrated in the early tabulations that broadcasters in the large majority had heeded the advice implicit in the Blue Book. The results that follow herewith shed some light on why they heeded that advice, and what they consider the long range effect of their acceptance will be.

QUESTIONS, THE RESULTS, THE COMMENT OF THE EDITORS

Station managers were asked: (1) to evaluate the long-term effects of the FCC Blue Book from both the listeners' and stations' points of view; (2) whether they considered the Blue Book as regulations which must be followed.

Specific questions and the replies follow:

TABLE 1

Now that 9 months have passed since publication of the FCC's program report (the FCC Blue Book), what do you think will be its long-term effect—from the listener's point of view?

	Per cent of all stations
Good	53%
No change	20
Bad	15
Indefinite or don't know	7
No answer	8
	103*

*Percentages add to more than 100 because some stations gave more than one answer.

COMMENT: "Free answers" were given in response to the question in Table I. This means that panel members were asked to express their opinion and tabulations indicated above are deduced from those opinions. For example, if a respondent said that he thought the long-term effect of the Blue Book from the listener's point of view would be "good" and then qualified it with some supplemental statement such as, "If the FCC does not extend its program control beyond this point"—that would be counted as contributing to the 53% indicated in Table I. Consequently there is bound to occur an area of interpretation in developing such a table as this; it might be considered in this light less than purely scientific. Nevertheless it reflects with acceptable accuracy the feelings of the broadcasters' poll. For the most part they do feel that the long-term effect of the Blue Book from the listener's point of view will be good. Some of the comments of respondents have been selected to illustrate the more specific reaction of panel members.

Included were some who were enthusiastic:

"The Blue Book will serve to make radio a more valuable advertising medium with stations concentrating less on commercialism—more on public service."

"Better quality and standard of radio programs in general, more local interest programs in particular and less commercialism. In other words — HAPPIER LISTENERS."

"I hope and believe that its long-term effect will be to compel radio station management to curtail abuses and improve public service programming. The chief defect of the Blue Book is that it does not go far enough. It is only a beginning—but a good beginning."

Others who voted for the Blue Book implied that it would improve programming for some stations but not necessarily their own:

"Improvement of marginal stations."

"None [change] so far as we're concerned. Nationally will have good effect."

"Do not believe difference will be noticeable except in stations that have programmed with eye to revenue only, believe them to be in minority."

"Obviously if a station had poor practices to begin with the Blue Book helped the listener."

Still another major group grant that the Blue Book will benefit listeners, but raise questions about the FCC's logic and authority in publishing it:

"Has some good ideas if they were not compulsory, but it looks like censorship."

"Though much of the thinking upon which the Blue Book is based is illogical, it has aroused a programming responsibility awareness among broadcasters which will result in better listener service."

"Although the Blue Book by implication illogically arrives at overall conclusions on the basis of isolated examples, probably the net result to listener and for broadcasting as a whole will be good."

"While we question the legality of censorship, we believe smart management will use it as a base on which to examine present format and revise—to meet their honest interpretation of good all-round program service."

Only 15% of the panel felt that the effect of Blue Book on listeners would be bad. Again opinions within this group varied. Typical:

"Nothing but cause confusion."

"If listeners rely on the Blue Book for our improvements they will be disappointed."

"[The Blue Book will] decrease his interest in radio. I believe most listeners want entertainment plus factual news—not community betterment programs."

"Unless the recent election tends to nullify the effects of the Blue Book the listeners will probably get less of what they want and more of what the FCC thinks they should have."

20% of the panel felt that the Blue Book would have no effect upon listeners. The usual comments were:

"Don't see where listener has seen any change at all."

"Don't think much difference will be noticed."

"It is my opinion that the general public will hardly notice any improvement in broadcasting—

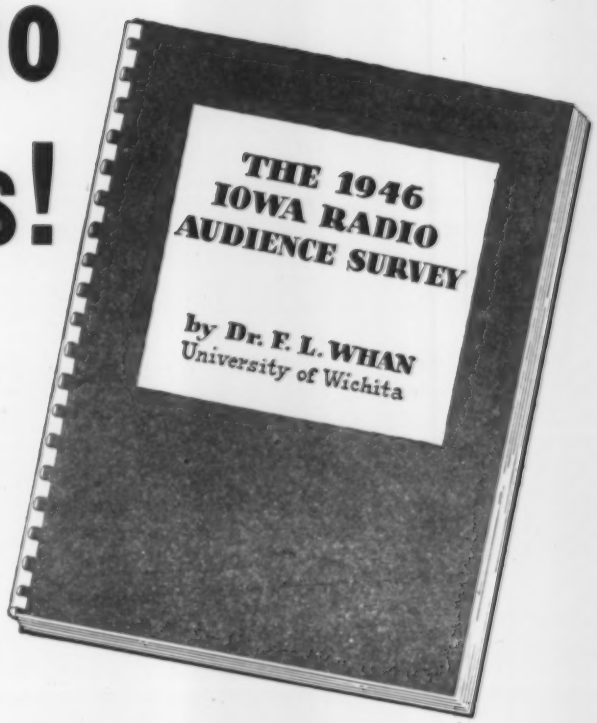
(Continued on page 85)

THIS is the fourth report in the BROADCASTING TRENDS survey of station management opinion on programming matters. The first two reports (Nov. 4 and Nov. 18) dealt with answers to questionnaire No. 1. The third (Dec. 2) was Part 1 of questionnaire No. 2. This report is Part 2 of that questionnaire. The survey is made by Audience Surveys Inc., 347 Madison Avenue, New York. Audience Surveys Inc. develops questions based on subjects suggested by BROADCASTING'S editors. Those questions and the answers to them constitute the report of Audience Surveys Inc. All other material—the introductory paragraphs and the comments and summaries—are the interpretations of the editors of BROADCASTING.

Drawn for BROADCASTING by Sid Hix

"Why, ah, FM means—uh—'Free Money!'—Those giveaways, you know!"

Iowa People Speak Up About Radio Commercials!



In addition to answering your every question about station and program preferences in Iowa, about Iowa listening habits in general, the *1946 Iowa Radio Audience Survey tells you what Iowa people think about radio commercials.*

It answers all the following questions—and many others—with complete breakdowns which you will find intensely interesting:

Does the public in Iowa have any objections to commercials? Does it think that radio commercials are too long? Too frequent? Does the public prefer commercials to occur at the opening of a program, at closing, or in the middle? If two commercials are used, what locations are best? Do Iowa people have great preferences as to the way commercials are *delivered?* As to singing commercials? What specific commercials are "pleasing" or "annoying"? What are the facts as to urban people, villagers, farmers? Men and women? Effect of age and education on attitude?

With one response from every 80 radio families in Iowa secured on accepted sampling procedures—Dr. Whan's famous study is completely reliable and statistically sound. It is accepted by leading agencies and advertisers. It is a book which *every* advertising-minded executive should read. Use the coupon *now*.

+ WHO for IOWA Plus! +

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President

J. O. Maland, Manager

Free & Peters, Inc., National Representatives

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1946 Iowa Radio Audience Survey.

Name _____

Company _____

Street _____

City _____ State _____

Independent Hearing Unit Considered

FCC Rules Revision Applies New Plan To Examiners

AN ULTIMATE "separation of functions" policy for presiding officers in all FCC hearings, which probably would lead to establishment of a completely independent hearings section within the Commission, has been and will again be considered by the FCC.

This was disclosed last week in announcement of a revision of FCC rules applying the plan to virtually all types of broadcast hearings except those on applications for initial licenses and modifications of permits and licenses. The exempt cases, however, constitute approximately 97% of all broadcast hearings.

In the relatively few hearings other than those involving new facilities or modifications, the presiding officers, unless they be Commissioners, "shall from the commencement of the hearing to the date of submission of their decisions and transfer of the case to the Commission, be relieved of all other duties inconsistent with their duties and responsibilities as presiding officers," the new rule declares.

Slight Immediate Effect

Because all but a small percentage of FCC hearings involve applications of the type exempt from the separation-of-functions plan, the change is expected to have slight immediate effect on hearing procedure. In cases in which the policy applies, particularly hearings on renewal applications, it is expected that a Commissioner will be assigned to preside.

Further indication that few immediate effects will result was seen in the fact that the revision of rules applies only to applications designated for hearing prior to Dec. 11, the effective date of the changes, except in cases which may be consolidated with applications designated after Dec. 11. The new January-April hearing calendar is composed entirely of cases designated before Dec. 1, which eliminates them from the provisions of the new policy.

If the plan should be made applicable to all hearings, the setting up of an independent hearings section to handle nothing but docket cases is considered a certainty. That it was not made applicable to all hearings at this time, FCC indicated, was due to the "heavy workload" of docket cases now before the Commission.

Other Changes

Other changes in the rules, which were revised to conform to the Administrative Procedure Act and are applicable to hearings on all applications, of any type, which are designated after Dec. 11, provide:

1. For announcement of the identity of the presiding officer at least 10 days before the hearing; for the designated officer to withdraw if he considers himself disqualified, and for parties to the hearing to seek, within certain time limits, to have him found disqualified to preside over the case.

2. That in all hearings except those involving rule-making or applications for initial licenses the presiding officer may make either an "initial decision" (in lieu of a proposed decision by the Commission) or a "recommended decision" (to be issued later along with a proposed decision by the Commission); and that the notice of hearing shall announce which type of decision the presiding officer will issue.

3. Without revoking the present policy of allowing parties in broadcast cases to waive the right to file proposed findings, that the FCC General Counsel as well as parties may submit proposed findings in a case, exceptions to a proposed or recommended decision, or statements in support of decisions.

4. That the Commission may omit proposed decisions on rule-making or applications for initial licenses if "due and timely execution of (FCC) functions imperatively and unavoidably so requires."

5. That participants may waive the requirement for a decision by the presiding officer or a proposed decision by the Commission and request instead a final order with or without findings of fact and conclusions.

The separation-of-functions plan for presiding officers applies to hearings for revocation or suspension of a license or permit and for license renewal (FCC plans to assign a Commissioner in all such cases); assignments of license and permits and for transfers of control; proceedings initiated by FCC on its own motion, or by any person other than the licensee or permittee, to modify a license or permit with respect to frequencies, power, or times of operation; proceedings in which one of these matters has been consolidated with applications otherwise exempt from the plan.

FCC said "serious consideration" was given the advisability of applying this policy to all hearings but "in view of the heavy workload confronting the Commission it was decided not to institute such procedure at this time."

The Commission said that on Nov. 1 it had 53 cases involving 171 applications on which consolidated hearings had been completed more than two months previously but on which proposed decisions had not been issued. Eleven of these had been completed two to four months; 22, four to six months; and 17, more than six months prior to Nov. 1. On Dec. 1, FCC said, 117 hearings were pending.

To expedite handling of this backlog, FCC said, the Commission has been meeting regularly with hearing officers in connection with their cases, with "encouraging re-

(Continued on page 88)

Ten Stations Authorized for 550 kc

Two New and Eight Old Outlets Get Grants From Commission

GRANTS for 10 of the 11 applicants in the complicated 550-kc proceeding were authorized by FCC last week, and the 11th application was set for consideration with one not yet heard.

The grants authorized establishment of two new stations on 550 kc and, for eight existing stations, changes to 550 kc from other frequencies or power increases on that channel.

Five of the grants carried conditions modifying engineering plans proposed by the applicants but, although some of the grantees expressed themselves as "by no means fully satisfied with the conditions," none indicated definitely whether they would seek to have the conditions amended.

Grants for new stations went to the *Atlanta Constitution*, Atlanta, Ga., for fulltime 5-kw operation, directionalized at night, and to Montana Broadcasting & Television Co., Butte, Mont., for fulltime operation with 1 kw, also directionalized at night.

Grants to stations already operating on 550 kc were as follows:

KSD St. Louis, KTSA San Antonio, and WGR Buffalo, all authorized to increase power from 5 kw day and 1 kw night to 5 kw fulltime, using directional antenna at night;

KOAC Corvallis, Ore., increase from 5 kw day and 1 kw night to 5 kw fulltime with the same directional pattern day and night;

WKRC Cincinnati, increase power from 5 kw day and 1 kw night to 5 kw fulltime, using one directional pattern daytime and another pattern at night;

WDEV Waterbury, Vt., change from 1 kw daytime only, to 1 kw fulltime, using different patterns day and night.

Grants to existing stations to change frequency to 550 kc were as follows:

WJIM Lansing, Mich., change from 1240 kc with 250 w fulltime to 550 kc with 1 kw, using the same directional antenna fulltime;

KCRS Midland, Tex., move from 1230 kc with 250 w fulltime to 550 kc with 5 kw day and 1 kw night, using one directional pattern daytime and another at night.

No Interference

FCC said all these grants could be made without causing objectionable interference to any existing domestic station, provided the stations operate in accordance with engineering conditions stipulated by the applicants or by the Commission.

The 11th application, filed by Atlantic Radio Corp. for a new Boston station on 550 kc with 5 kw directionalized fulltime, was found to be mutually exclusive with an as yet unheard application of WNBH New Bedford, Mass., to change from 1340 kc with 250 w to 550 kc with 5 kw directionalized at night. The applications were set for hearing Jan. 20.

That the Commission was able to grant 10 of the 11 applications was attributed in great measure to the cooperation of the applicants in working out antenna patterns which would eliminate mutual interference problems that might otherwise have resulted in denials of some of the requests.

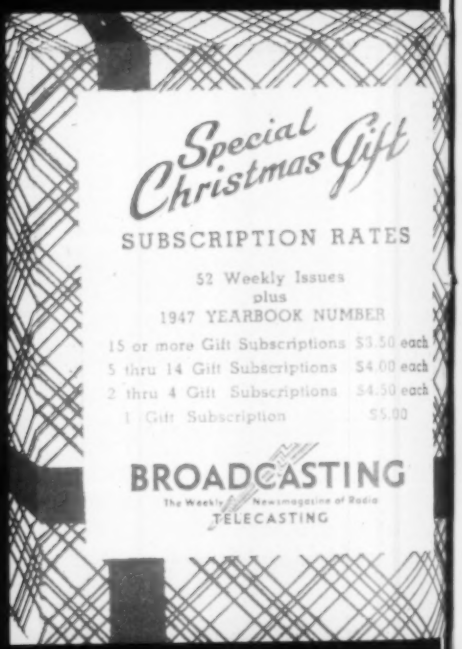
Grantees whose authorizations carried specific engineering modifications included KSD KTSA WKRC WDEV and Montana Broadcasting & Television Co.

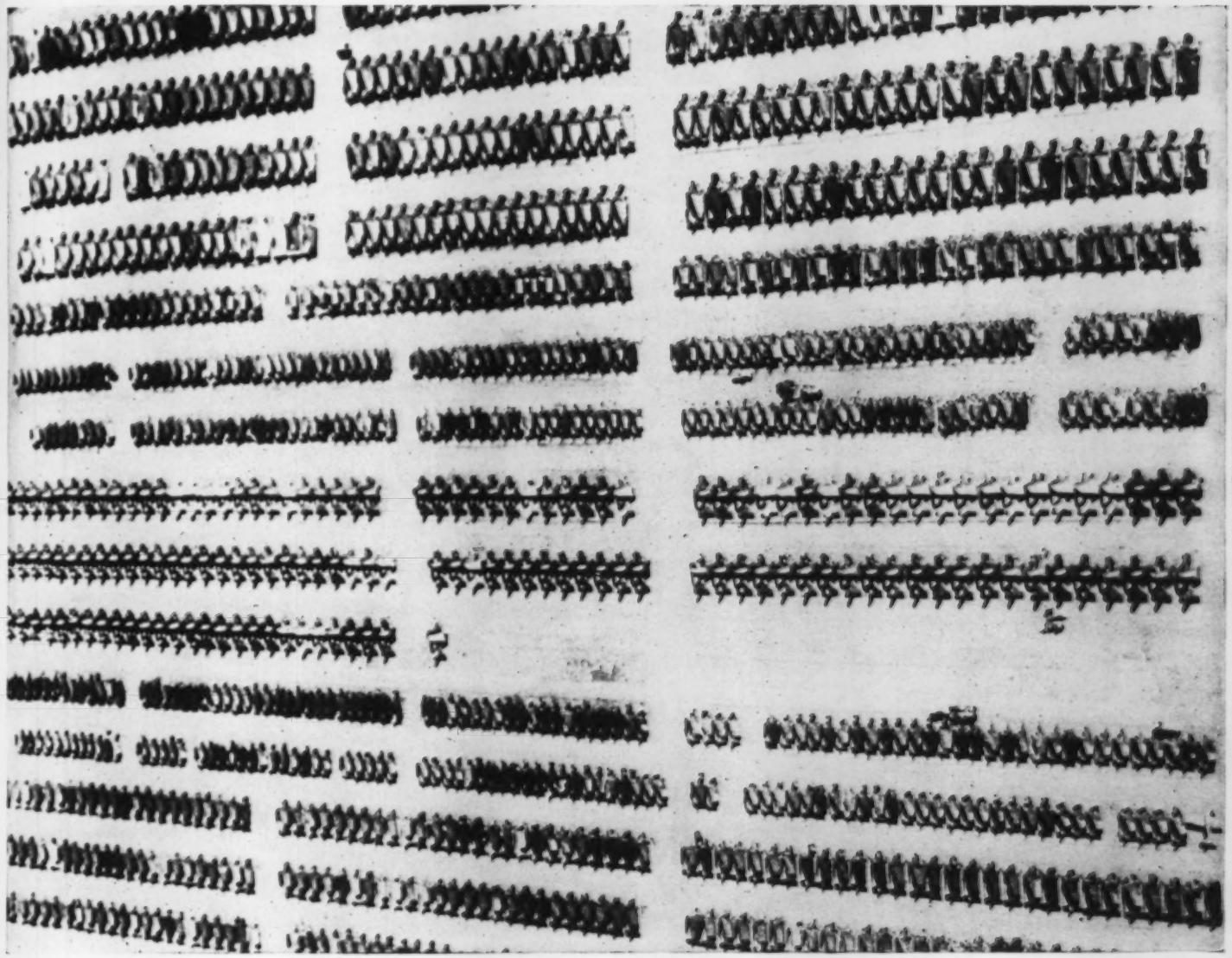
Use of the 550 channel was restricted during the war to avoid interference with naval communications on adjacent lower frequencies. The hearing was held last April 8-12 and 15-19, and June 24-28.

Montana Broadcasting & Television Co., grantee for Butte, is owned by the four partners who own KUTA Salt Lake City: Frank C. Carman, KUTA manager and technical director; Grant R. Wrathall, Washington consulting radio engineer, and David B. Smith and Jack L. Powers.

Atlantic Radio Corp., whose Boston application was set for hearing with WNBH's, is controlled by Ashley L. Robison (51%), WORL Boston executive, and is headed by Paul Dever (15%), attorney and former Massachusetts attorney general.

BROADCASTING
the Weekly Newsmagazine of Radio
TELECASTING
for
Christmas
1916


Special Christmas Gift
SUBSCRIPTION RATES
52 Weekly Issues
plus
1947 YEARBOOK NUMBER
15 or more Gift Subscriptions $3.50 each
5 thru 14 Gift Subscriptions $4.00 each
2 thru 4 Gift Subscriptions $4.50 each
1 Gift Subscription $5.00
BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING



Surplus

That picture may look like a lot of nothing to you. Actually it's only a photo-fraction of the thousands upon thousands of surplus planes lined up at the Naval Air Station in Clinton, Oklahoma. They're being dismantled and the aluminum will be fed back into commercial channels . . . window frames, ornamental fixtures, alloys, etc.

There's a lesson in that picture for business. Words such as "surplus" . . . "scrap" . . . "disposal" . . . "obsolete" . . . are worth thinking over. We don't know which side of the market you're on . . . bull or bear . . . but a lot of smart fellows think the battle for brands is going to be colossal.

A lot of smart people don't think the public is going to stampede the market place to get any old name.

If you want to build up a backlog of public confidence in Baltimore for what you have to sell—Radio Station W-I-T-H is the way to do it.

W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town. It's the big stick in the country's 6th largest market. Get the hard-boiled facts . . . and you'll take W-I-T-H.

W·I·T·H

AM and FM

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

FCC Hearings Calendar Jan. 6 through April 18

DATES for hearing on 205 broadcast applications—all that had been designated before Dec. 1, but 45 less than the September-November schedule covered—are disclosed in FCC's new hearings calendar, announced Dec. 6 [BROADCASTING, Dec. 9]. The calendar provides for 115 hearings, four simultaneously in most instances, between Jan. 6 and April 18.

The list covers one television application (Du Mont Labs, Pittsburgh, April 11) and 26 involving FM, in addition to AM applications for new or changed facilities, renewals, transfers and assignments, and modification of construction permits. All renewal hearings are scheduled for January, and most of them, including all six based on program considerations, will be held in the cities where the stations are located.

The calendar schedules no hearings for Washington after March 14. Field hearings will be conducted in the city where operation is proposed; if more than one city is involved in a single field hearing, the proceeding will start in the city of the application with the lowest docket number and move, when testimony on that application has been completed, to the city of the application with the next lowest number, etc. Washington hearings are scheduled in the order of the file numbers of the applications. The calendar does not, however, change any hearing dates previously set, whether in Washington or in the field.

The following alphabetical listing shows, in order, the applicant, location, docket number (in parenthesis), facilities requested, hearing date, and location of hearing. "R" represents renewal application; "TC" transfer of control; "AL" assignment of license; "MP" modification of construction permit; and "A-FM-CP" assignment of FM construction permit.

A

Mario Acosta, Mayaguez, P. R., (7449), 1400 kc, Feb. 11, D. C.
Alabama-Georgia Broadcasters, Eufaula, Ala., (7953), 1240 kc, Feb. 13, Field.
Du Mont Labs., Pittsburgh, Pa., (7288), TV, Apr. 11, Field.
Alvin E. Nelson Inc., San Francisco, Calif., (7389), 1030 kc, Jan. 20, D. C.
Amarillo Bcstg. Corp. (KFDA), Amarillo, Tex., (7559), 1440 kc, Feb. 5, D. C.
Anderson Bcstg. Co., Anderson, S. C., (7793), 860 kc, Feb. 24, Field.
Andrews College Bcstg. Co., Cuthbert, Ga., (7954), 1240 kc, Feb. 13, Field.
Anson Radio & Bcstg. Co., Wadesboro, N. C., (7976), 1400 kc, Mar. 10, Field.
Antietem Bcstg. Corp., Hagerstown, Md., (7795), 1490 kc, Jan. 13, Field.
Arecibo Bcstg. Co., Arecibo, P. R., (7807), 1400 kc, Feb. 11, D. C.
Asher Bcstg. Service, Quincy, Mass., (7448), 910 kc, Feb. 16, D. C.
Ashland Bcstg. Co., Huntington, W. Va., (7365), 1340 kc, Feb. 7, D. C.
Atlanta Bcstg. Co., Atlanta, Ga., (7545), FM, Apr. 7, Field.
Atlanta Bcstg. Co., Atlanta, Ga., (7958), 1380 kc, Jan. 21, D. C.
Atlanta Journal Co., Atlanta, Ga., (7544), FM, Apr. 7, Field.
Atlantic City Bcstg. Corp., Atlantic City, N. J., (7966), 1400 kc, Feb. 24, Field.

B

Balboa Radio Corp., San Diego, Calif., (7842), FM, Feb. 6, Field.
Thomas N. Beach (WTNB), Birmingham, Ala., (7946), 850 kc, Feb. 27, D. C.
Beaumont Bcstg. Corp. (KFDM), Beaumont, Tex., (7628), 560 kc, Jan. 6, D. C.
Belleville News-Democrat, Belleville, Ill., (7844), 1430 kc, Jan. 29, D. C.

(*Continued on page 24*)

Announcing

A New Station in New England's
Third Largest City—Worcester, Mass.

WNEB

WNEB offers an entirely new program service plus concentrated coverage in the established Worcester market.

NEWS EVERY HOUR
THE TIMEKEEPER
THE 1230 CLUB
EVENING SYMPHONY

These are but a few proven audience-holding features in WNEB's nineteen hours a day program schedule. WNEB's rates make it a smart advertising buy to reach Worcester more often at less cost.

WNEB - WORCESTER, MASS.

250 watts *1230 kilocycles*

Represented by:

ADAM J. YOUNG JR., Inc.—New York • Chicago • Los Angeles • San Francisco

KETTELL-CARTER—Boston

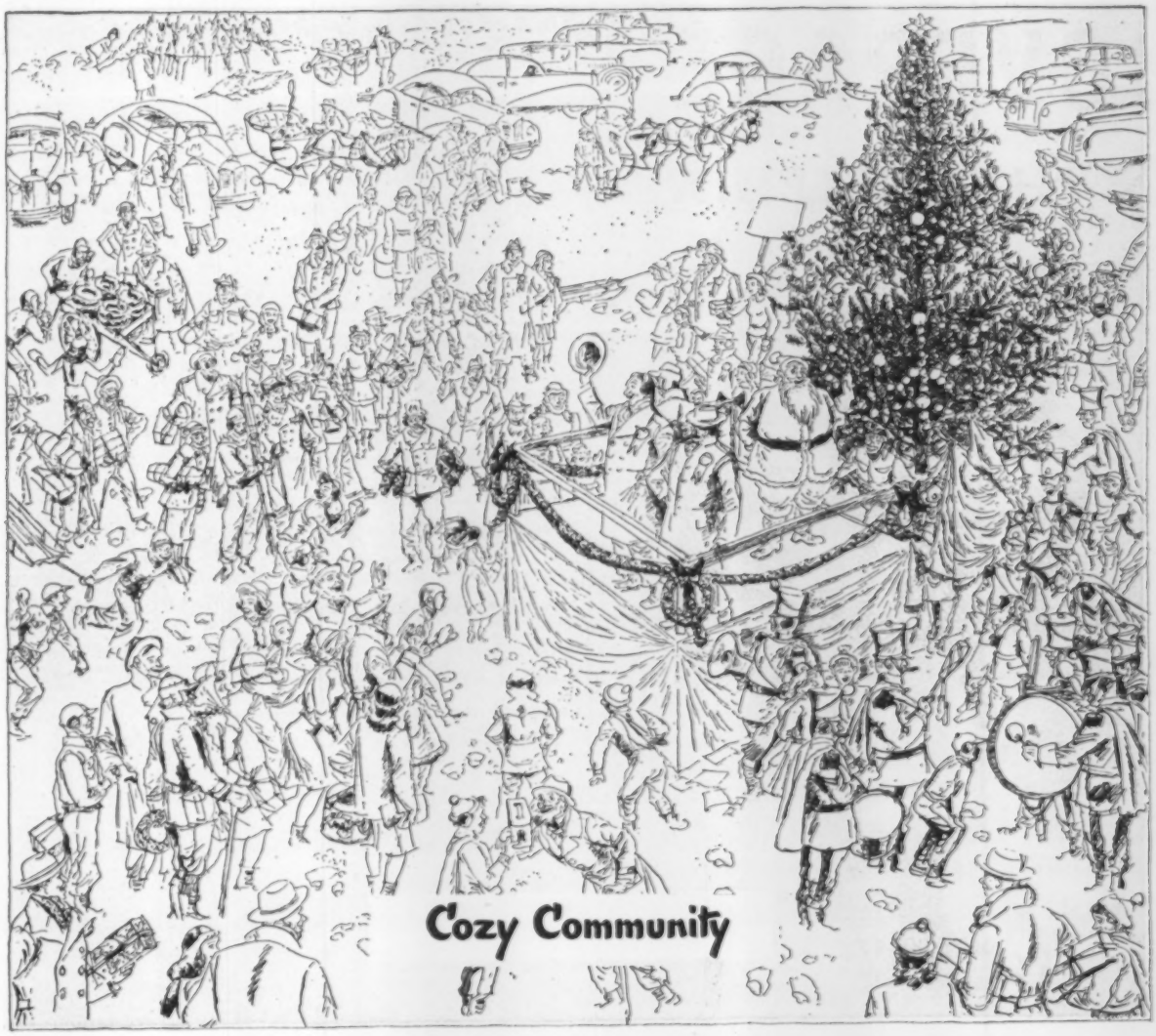
FM EQUIPMENT ORDERS FROM 16 NEWSPAPERS

SIXTEEN newspapers in 11 states have ordered new FM broadcasting equipment produced by Federal Telephone and Radio Corp., the company reported last week.

Several of the newspapers are already on the air, with the remainder scheduled to begin operation early in 1947. Newspapers ordering new FM equipment include: *Daily Telegraph* Printing Co., Bluefield, W. Va.; *Bradford Publications Inc.*, Bradford, Pa.; *Buffalo Evening News*, Buffalo; *Truth Publishing Co.*, Elkhart, Ind.; *Southwest Record*, Fort Smith, Ark.; *Joplin Globe & News Herald*, Joplin, Mo.; *Kankakee Daily Journal Co.*, Kankakee, Ill.; *Milwaukee Journal Co.*, Milwaukee; *Newark Evening News*, Newark; *New York Post*, New York City; *Niagara Falls Gazette*, Niagara Falls, N. Y.; *Omaha World Publishing Co.*, Omaha; *Paducah Sun Democrat*, Paducah, Ky.; *Reading Eagle & Times*, Reading, Pa.; *South Bend Tribune*, South Bend, Ind.; and the *Watertown Daily Times*, Watertown, N. Y.

FM Skip Reports

REPORTS of phenomenal and exceptionally clear reception in eastern U. S. and Canada are being received by KALW San Francisco, pioneer FM station west of the Mississippi which has been operating since October 1941 with 1 kw on 42.1 mc. The skip effect has been evident consistently since Oct. 22 and is apparently still on with reports of excellent reception coming from every state from the Canadian border to South Carolina as well as Kentucky and Tennessee. Most reports are from Pennsylvania and Connecticut. Listeners 100 miles away from the Bay Area beyond ranges of mountains also have sent reports of unusual reception.



. . . of 18 million friends

There's no season like Christmas to bring out a rash of sentiment on community spirit.

But the people who most enjoy serving their community are those who serve it 365 days a year.

That's particularly a privilege of people in radio.

At Westinghouse, for example, we've found that the station which goes all-out to serve its listeners is the one that wins their loyalty. And we *go* all-out.. to serve our friendly community of 18 million men and women and children in the busy areas of Boston and Philadelphia; Pittsburgh and Fort Wayne; Portland, Oregon; and Springfield, Mass.

As a result, each Westinghouse station has become so imbued with community character that it not only anticipates, but helps to form, the tastes and preferences of local listeners. This is as true in the heart of New England as it is in the fertile soil of the Midwest, or in the timberland of the Pacific Northwest.

Yes, this is community spirit.. a spirit which now prompts a cheery "Merry Christmas" to everyone in the listening audience, and to all in the radio industry.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW

NATIONAL REPRESENTATIVES, NBC SPOT SALES — EXCEPT FOR KEX • FOR KEX, PAUL H. RAYMER COMPANY

COVERAGE

IN PHILADELPHIA

WDAS, Philadelphia's Outstanding Full-Time Independent Radio Station covers the largest cross-section of the buying public in the Greater Philadelphia Area... **at lowest cost.**

That's why 78 per cent of this station's sponsors have been renewing regularly for more than a quarter of a century.

FCC Hearing Calendar

(*Continued from page 22*)

Berkshire Bcstg. Co., North Adams, Mass., (7932), 1230 kc, Feb. 10, Field.
Bluefield Bcstg. Co., Bluefield, W. Va., (7823), 1240 kc, Jan. 29, Field.
Booth Radio Stations, Kalamazoo, Mich., (7777), 930 kc, Jan. 28, D. C.
Booth Radio Stations, Saginaw, Mich., (6805), 790 kc, Jan. 27, D. C.
Border Bcstg. Co., Nogales, Ariz., (7940), 1240 kc, Mar. 31, Field.
Gene Burke Brophy, Nogales, Ariz., (7939), 1240 kc, Mar. 31, Field.
Bryan Bcstg. Co., Bryan, Tex., (7776), 1240 kc, Feb. 19, D. C.
Buffalo Bcstg. Corp., Buffalo, N. Y., (7187), FM, Mar. 19, Field.
Burbank Broadcasters, Burbank, Calif., (7891), 1490 kc, Feb. 10, Field.

C

California Bcstg. Co., Santa Monica, Calif., (7961), 1450 kc, Feb. 12, Field.
Capital Bcstg. Co., Charlotte, N. C., (7963), 760 kc, Mar. 3, Field.
Capital Bcstg. Co., Charlotte, N. C., (7799), FM, Mar. 5, Field.
Capital Radio, Columbus, Ohio, (7947), 660 kc, Mar. 26, Field.
Century Bcstg. Co. (KWBU), Corpus Christi, Tex., (6666), 1030 kc, Jan. 13, D. C.
Champion City Bcstg. Co., Springfield, Ohio, (7892), 1570 kc, Mar. 28, Field.
Charleston Bcstg. Co. (assignor), News Publishing Co. (assignee), Clarksburg, W. Va., (7930), AL-WBLK, Jan. 22, Field.
Charleston Bcstg. Co. (transferor), News Publishing Co. (transferee), Parkersburg, W. Va., (7625), TC-WPAR, Jan. 22, Field.
Chippewa Valley Radio & TV. Corp., Eau Claire, Wis., (7915), 580 kc, Mar. 14, D. C.
City of Jacksonville (WJAX), Jacksonville, Fla., (7605), 930 kc, Feb. 3, D. C.
Colgren Bcstg. Co., Hudson, N. Y., (7931), 1230 kc, Feb. 10, Field.
Community Bcstg. Co., Fort Worth, Tex., (7848), 1490 kc, Mar. 20, Field.
Community Bcstg. Co. (WTOL), Toledo, Ohio, (7867), R, Jan. 9, Field.
Community Bcstg. Co. (WTOL), Toledo, Ohio, (7638), FM, Jan. 9, Field.
Community Radio Corp., Grand Forks, N. D., (7872), 1400 kc, Mar. 3, Field.
Concho Valley Bcstg. Co., San Angelo, Tex., (7887), 1400 kc, Mar. 17, Field.
Contra Costa Bcstg. Co., San Pablo Island, Calif., (7937), 710 kc, Mar. 5, D. C.
Cornbelt Bcstg. Co., Macomb, Ill., (7786), 1520 kc, Feb. 24, D. C.

D

Delta Bcstg. Co. (WDBC), Escanaba, Mich., (7969), TC, Jan. 22, Field.
Des Moines Bcstg. Corp., Des Moines, Iowa, (7827), 1240 kc, Feb. 26, D. C.
D & K Bcstg. Co., Palo Alto, Calif., (7763), 1220 kc, Feb. 20, Field.
Don Lee Bcstg. System (KGB), San Diego, Calif., (7497), 1360 kc, Jan. 14, Field.
Don Lee Bcstg. System (KGB), San Diego, Calif., (7398), R, Jan. 14, Field.
Don Lee Bcstg. System, Santa Barbara, Calif., (7399), R, Jan. 14, Field.
Don Lee Bcstg. System (KFRC), San Francisco, Calif., (7615), R, Jan. 14, Field.
Don Lee Bcstg. System (KHJ), San Francisco, Calif., (7616), R, Jan. 14, Field.
Don Lee Bcstg. System, San Francisco, Calif., (7680), FM, Apr. 14, Field.

E

East Texas Bcstg. Co. (KGKB), Tyler, Tex., (7950), 690 kc, Feb. 20, D. C.
Elmira Bcstg. Corp., Elmira, N. Y., (7986), 1400 kc, Apr. 17, Field.
Elyria-Lorain Bcstg. Co., Elyria, Ohio, (7780), 930 kc, Jan. 28, D. C.
Endicott Bcstg. Corp., Endicott, N. Y., (7985), 1450 kc, Apr. 16, Field.
Enterprise Pub. Co., Douglas, Ga., (7868), 1490 kc, Feb. 24, D. C.
Evening Journal Pub. Co., Martinsburg, W. Va., (7794), 1490 kc, Jan. 13, Field.

F

Florence Bcstg. Co. (WOLS), Florence, S. C., (7606), 930 kc, Feb. 3, D. C.
Fort Industry Co., Miami, Fla., (7838), 710 kc, Feb. 6, D. C.
T. B. Fuqua, Greenville, S. C., (7832), 1240 kc, Feb. 26, Field.

G

Gateway Bcstg. Co. (WGAP), Maryville, Tenn., (7984), AL, Apr. 18, Field.
Georgia School of Technology, Atlanta, Ga., (7547), FM, Apr. 7, Field.
Gibson Bcstg., Medford, Ore., (7929), A-FM-CP, Jan. 23, Field.
Fred G. Goddard, Hoquiam, Wash., (7826), 1450 kc, Feb. 27, Field.
Grand Forks Herald, Grand Forks, N. D., (7871), 1400 kc, Mar. 3, Field.
Greater Dallas Bcstg. Service, Dallas, Tex., (7847), 1490 kc, Mar. 20, Field.

H

Hampden-Hampshire Corp., Holyoke, Mass., (7325), 560 kc, Feb. 4, D. C.
Loys Marsdon Hawley, Bennetsville, S. C., (7975), 1400 kc, Mar. 10, Field.
Heart of Ohio, Columbus, Ohio, (7948), 660 kc, Mar. 26, Field.
Hearst Radio (WBAL), Baltimore, Md., (7400), R, Jan. 13, Field.
Hearst Radio (WBAL), Baltimore, Md., (7724), FM, Feb. 3, Field.
Frank M. Helm, Modesto, Calif., (7830), 1300 kc, Feb. 17, D. C.
Hillsdale Bcstg. Co., Hillsdale, Mich., (7941), 830 kc, Mar. 20, Field.
Hirsch Battery & Radio Co. (KFVS), Cape Girardeau, Mo., (7130), 960 kc, Feb. 3, D. C.
Holland Bcstg. Co., Holland, Mich., (7895), 1450 kc, Mar. 24, Field.
Home News Pub. Co., New Brunswick, N. J., (7814), 1510 kc, Feb. 27, Field.
Hudson Valley Bcstg. Co., Albany, N. Y., (7883), 590 kc, Mar. 10, D. C.

I

Intercity Advertising Co. (WAYS), Charlotte, N. C., (7801), FM, Mar. 5, Field.

J

Johnston Bcstg. Co., Birmingham, Ala., (7945), 850 kc, Feb. 27, D. C.

K

Kansas Bcstg. Inc., Wichita, Kan., (7952), 1240 kc, Mar. 7, D. C.
Kola Bcstg. Co., Opelousas, La., (7812), 1230 kc, Jan. 20, Field.
Kramer, Wasdon & Siegal, d/b Florida West Coast Bcstg. Co., Tampa, Fla., (7768), 1300 kc, Feb. 20, D. C.
KROW Inc., Oakland, Calif., (7687), FM, Apr. 14, Field.
KVN Co., Holland, Mich., (7854), 1450 kc, Mar. 24, Field.

L

Lake Bcstg. Co., Leesburg, Fla., (7850), 1240 kc, Feb. 17, Field.
Abe Lapides, Pontiac, Mich., (7942), 830 kc, Mar. 20, Field.
Las Cruces Bcstg. Co., Las Cruces, N. M., (7917), 1450 kc, Mar. 27, Field.
LaSalle County Bcstg. Co., LaSalle, Ill., (7914), 1490 kc, Mar. 10, D. C.
L. C. B. Inc., Lorain, Ohio, (7496), 1040 kc, Jan. 1, Field.
Lee-Smith Bcstg. Co., Faribault, Minn., (7875), 920 kc, Feb. 13, D. C.
Lewiston-Auburn Bcstg. Corp., Lewiston, Me., (7898), 1470 kc, Jan. 22, D. C.
Liberty Bcstg. Corp. (WAGA), Atlanta, Ga., (7543), FM, Mar. 7, Field.
Lincoln Operating Co., Miami, Fla., (7874), 1170 kc, Feb. 17, D. C.
Morris Luskin, Burbank, Calif., (7890), 1490 kc, Feb. 10, Field.

M

The Macomb Bcstg. Co., Macomb, Ill., (7785), 1520 kc, Feb. 24, D. C.
W. J. Marshall, Cleveland, Ohio, (7471), 1540 kc, Feb. 10, D. C.
Mercer Bcstg. Co., Princeton, W. Va., (7933), 1490 kc, Jan. 27, Field.
Mesilla Valley Bcstg. Co., Las Cruces, N. M., (7918), 1450 kc, Mar. 27, Field.
Messenger Pub. Co., Athens, Ohio, (7900), 730 kc, Mar. 5, D. C.
Metropolitan Bcstg. Corp., Belleville, Ill., (7843), 1430 kc, Jan. 29, D. C.
Miami Bcstg. Co., Miami, Okla., (7810), 910 kc, Feb. 25, D. C.
Miami County Bcstg. Co., Piqua, Ohio, (7840), 1570 kc, Mar. 28, Field.
Michigan Bcstg. Co., Battle Creek, Mich., (7779), 930 kc, Jan. 28, D. C.
Mission Bcstg. Co. (KONO), San Antonio, Tex., (7968), FM, Jan. 6, Field.
Mission Bcstg. Co. (KONO), San Antonio, Tex., (7862), R, Jan. 6, Field.
Missoula Radio Assoc., Missoula, Mont., (7936), 1400 kc, Mar. 6, Field.
Modesto Bcstg. Co., Modesto, Calif., (7678), 1080 kc, Feb. 17, Field.
Montana Bcstg. & TV Corp., Missoula, Mont., (7935), 1400 kc, Mar. 6, Field.
Moroco Bcstg. Co., Greeley, Colo., (7837), 1450 kc, Jan. 20, Field.
Mountain Bcstg. Service, Princeton, W. Va., (7934), 1490 kc, Jan. 27, Field.

N

Nashua Bcstg. Corp., Nashua, N. H., (7603), 900 kc, Feb. 10, D. C.

(*Continued on page 28*)

3 PIONEERS UNITE

and the result is

a "New" WGR

IN BUFFALO

WGR's Chairman of the Board is Leo J. ("Fitz") Fitzpatrick, prominent in radio since 1921. Until recently one of principal owners of WJR, Detroit and WGAR, Cleveland.

WGR's President and General Manager is I. R. ("Ike") Lounsberry, who also started his radio career in pre-broadcast days. Until recently Executive Vice President and General Manager of the Buffalo Broadcasting Corporation (WGR-WKBW). He is Chairman of CBS Affiliated Advisory Board.

WGR, Buffalo's pioneer station. Licensed 1922. Formerly owned by Buffalo Broadcasting Corp. Columbia Broadcasting System's basic outlet.

THERE'S a *"new"* WGR in Buffalo today.

The call letters are old—the oldest in Buffalo. But there's a new ownership with young vigorous ideas—and with the financial strength and radio "know-how" to go ahead with them *fast!*

The new WGR Broadcasting Corporation brings together two of the most successful management pioneers in the business—Leo J. Fitzpatrick of Detroit and I. R. Lounsberry of Buffalo.

To start with, they have the station with upstate New York's greatest daytime coverage—and a night-time pattern that completely blankets the trading area encompassed by the eight richest western New York counties —plus five counties in Pennsylvania—plus the Hamilton-Toronto district of Canada.

They have: experience . . . capital . . . an excellent station . . . the rich program service of the Columbia Broadcasting System . . . and an experienced local production organization with an enviable reputation.

These men know showmanship. They know what advertisers want . . . what the public wants . . . Yes—and what the FCC wants. They know *radio!*

WGR
550 k c

Broadcasting Corporation

BUFFALO, N. Y.

National Representatives: Free & Peters, Inc.

Plea for More Baltimore FM Class B Channels Set for FCC Hearing Feb. 3

ADVANCING a tentative reallocation proposal of its own, FCC announced last week that it would make the plea for more Class B FM channels for Baltimore a part of the hearing on the three Baltimore FM applications.

The Commission said it thought the reallocation plan suggested by Tower Realty Co. and Radio-Television of Baltimore [BROADCASTING, Oct. 21], two of the three Baltimore applicants, "might result in objectionable interference and that if additional channels are to be assigned to the Baltimore, Md. area, a more desirable amendment" might be:

Tentative Plan

1. Reallocate Channel 271 from Washington to Baltimore, replacing No. 271 in Washington with No. 248 from Richmond and substituting No. 280 in Richmond.

2. Reallocate No. 243 from York, Pa. to Baltimore without replacing it at York.

3. Reallocate No. 241 from York to Baltimore, replacing it at York with No. 249 from Harrisburg, which would not be replaced.

The petitioners had suggested deletion of No. 241 at York and No. 249 at Harrisburg, asserting that enough channels would remain to grant all existing applications in those areas. They proposed that a third channel might be secured for Baltimore by the transfer of No. 237 from York and transfer of No. 230 from Reading to York and No. 238 from Allentown-Bethlehem to Reading.

Hearing on the Baltimore applications and the reallocation request is slated at Baltimore starting Feb. 3. Applicants are Tower Realty, Radio-Television, and Hearst Radio (WBAL).

Addition of three channels to the Baltimore area would permit grants to all three applicants if they are found otherwise qualified. At present, one channel is available. Nine originally were allocated, one subsequently was assigned at Annapolis, six have been assigned at Baltimore, and one is being withheld until July 1, 1947 under the channel reservation plan.

Santa Wounded

BIG, HEARTY Denis Burke-Roche, 58, who's played Santa Claus at the annual WWL New Orleans orphans Christmas party won't make it this year. He was seriously wounded Dec. 8 while attempting to capture an armed purse-snatcher in front of his residence. John Ipser will be this year's rotund Santa, a role which Mr. Burke-Roche had made an institution.

Final OK for New Outlet at Orlando

Regional Assignments for WBOC And WGOV Also Approved

FINAL AUTHORIZATIONS for a new station at Orlando, Fla., and for regional assignments for WBOC Salisbury, Md., and WGOV Valdosta, Ga., were issued by FCC last week.

All based on proposed decisions [BROADCASTING, Nov. 4], the grants authorized Orlando Daily Newspapers Inc. to operate a new Orlando station on 990 kc with 10 kw day and 5 kw night, using directional antenna fulltime; WBOC to change from 1230 kc with 250 w fulltime to 960 kc with 1 kw, directionalized at night, and WGOV to move from 1450 kc with 250 w fulltime to 950 kc with 5 kw day and 1 kw night, directional antenna day and night.

The WBOC grant followed the decision of Eastern Shore Broadcasting Co., which received a proposed denial of its application for a new 500-w station on 960 kc at Preston, Md., to amend its request to specify 1370 kc with 1 kw, daytime only.

In the other cases competing applicants, given denials, were Frederick W. Mizer, local sales agent for WQAM Miami, who was seeking 990 kc for a new 1-kw station at Orlando, and Valdosta Broadcasting Co., seeking for a new Valdosta station the assignment awarded WGOV.

Orlando Daily Newspapers publish the only daily papers in Orlando: *Reporter-Star* (afternoon), *Sentinel* (morning), and *Sentinel-Star* (Sunday). Stock is owned by the families of Martin Andersen, editor (39.2%), and Charles E. Marsh of Macon (60.8%), but is voted by Mr. Andersen under a contract with Mr. Marsh.

Women's National Radio Committee Is Dissolved

DISSOLUTION of the Women's National Radio Committee was announced at the final meeting on Dec. 5, at the committee's headquarters in New York City, by Mme. Yolanda Mero-Irion, chairman and founder.

In a statement explaining why the committee was being discontinued Mme. Mero-Irion said that it was founded when radio was in its infancy to encourage good radio by annual awards. Now that many organizations have followed the Women's National Radio Committee and instituted annual polls, and numerous commercial polls have been established, the committee has decided to leave the rest to them, Mme. Mero-Irion concluded.

At the time of dissolving, the committee had 25 organizations in its roster with a combined membership of many millions of women, the largest being the United Council of Church Women (membership approximately 17 million).

Season's Greetings . . .

. . . To the entire Broadcasting and Advertising fraternity.

KFYR Bismarck, N. D.
5000 Watts Day and Night
NBC Affiliate 550 Kilocycles
MEYER BROADCASTING COMPANY

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT

Vox Popularity

IN EASTERN IOWA

PARKS JOHNSON and WARREN HULL

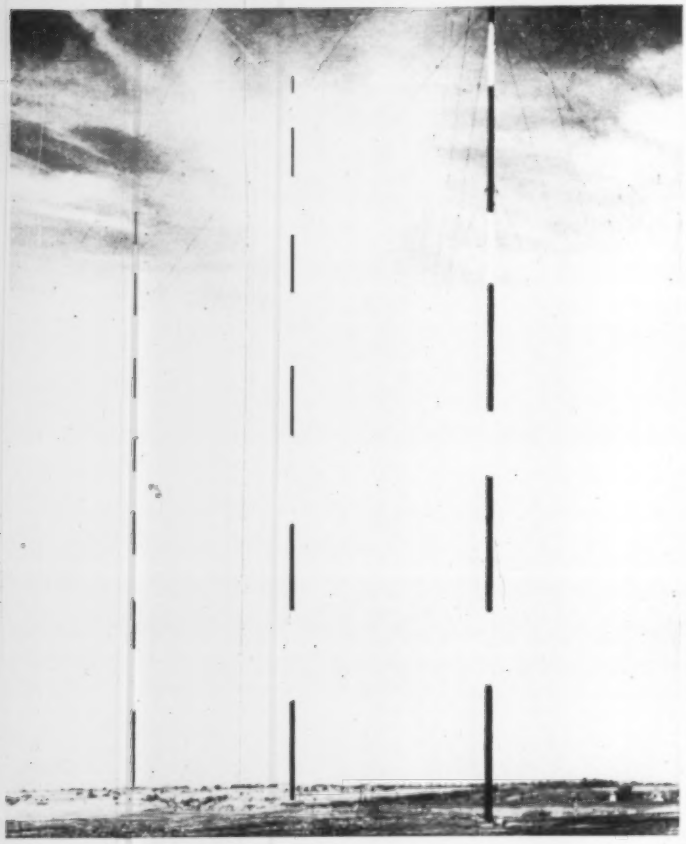
...are more CBS-Reasons-why WMT delivers more listeners per dollar!

Human interest at its best . . . exciting gifts that thrill . . . combine to make "Vox Pop" one of radio's most interesting half hours. Such shows are typical of those good, good CBS programs that create for *you* — via WMT — an audience of 1,131,782* people in the best market of a great state. WMT is Eastern Iowa's *exclusive* CBS station — a "master salesman" that does your job quickly, effectively and inexpensively. Get the facts now — and get on WMT. Our story is a big one to tell — an important one to hear.

Contact your *Katz Agency* Man at Once!

*(The largest coverage of *any* Iowa station within its 2.5 MV line.)

Member of the Mid-States Group



50 years of 'Know-How'
is behind every
LINGO

VERTICAL TUBULAR STEEL
RADIATOR

BUILT FOR STABILITY—BUILT TO LAST

Throughout the world, LINGO's 50 years of experience is making *good* with radiator installations that assure high efficiency, unexcelled stability and low maintenance costs.

Look to LINGO engineers for advice. Write today indicating location, power and frequency proposed.
Only LINGO offers these 6 EXTRAS at no *extra cost!*

1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

John E. Lingo & Son, INC.
EST. 1897 CAMDEN, N. J.

FCC Hearing Calendar

(*Continued from page 24*)

James A. Noe, Lake Charles, La., (7416), 1230 kc, Jan. 20, Field.
James A. Noe, Monroe, La., (7655), MP, Jan. 27, D. C.
Northeast Oklahoma Bcstg. Co., Miami, Okla., (7809), 900 kc, Feb. 25, D. C.
Northern Ohio Bcstg. Co., Amherst, Ohio, (7495), 1040 kc, Jan. 6, Field.

O

Okla. Press Pub. Co. (KBIX), Muskogee, Okla., (7865), FM, Jan. 15, Field.
Okla. Press Pub. Co. (KBIX), Muskogee, Okla., (7864), R, Jan. 15, Field.
Ohio-Michigan Bcstg. Corp., Toledo, Ohio, (7639), FM, Jan. 9, Field.
Oneonta Star, Oneonta, N. Y., (7808), 1400 kc, Mar. 6, D. C.

P

Palo Alto Radio Station (KYA), San Francisco, Calif., (7955), 1060 kc, Jan. 20, D. C.
Palouse Empire Radio, Moscow, Ida., (7860), 1450 kc, Mar. 10, Field.
Panhandle Bcstg. Corp., Amarillo, Tex., (7575), 1230 kc, Mar. 24, Field.
Parkersburg Bcstg. Co., Parkersburg, W. Va., (7710), 1230 kc, Jan. 24, Field.
C. Thomas Patton, Oakland, Calif., (7766), 1000 kc, Jan. 20, D. C.
S. H. Patterson (KVAK), Atchison, Kan., (7562), 1200 kc, Feb. 5, D. C.
S. H. Patterson, Topeka, Kan., (7560), 1440 kc, Feb. 5, D. C.
Perth Amboy Bcstg., Co., Perth Amboy, N. J., (7813), 1510 kc, Feb. 27, Field.
Gifford Phillips, Denver, Colo., (7662), 1450 kc, Jan. 20, Field.
Piedmont Bcstg. Co., Greenville, S. C., (7924), 1240 kc, Feb. 26, Field.
Pittsburg Bcstg. Co., Pittsburg, Calif., (7956), 990 kc, Jan. 20, D. C.
Lou Poller, Chester, Pa., (7970), 1590 kc, Feb. 28, D. C.
Port Huron Bcstg. Co. (WHLS), Port Huron, Mich., (6987), R, Jan. 20, D. C.
Hugh J. Powell (KGGF), Coffeyville, Kan., (7951), MP, Feb. 20, D. C.
Public Service Radio Corp., Baltimore, Md., (7972), 1090 kc, Jan. 13, Field.
Public Bcstg. Service of Charlotte, Charlotte, N. C., (7902), 760 kc, Mar. 3, Field.
Pynchon Bcstg. Corp., Springfield, Mass., (7886), 560 kc, Feb. 4, D. C.

R

Radio Bedford, Bedford, Ind., (7944), 1340 kc, April 2, Field.
Radio Bcstg. Assoc., Houston, Tex., (7910), 1170 kc, Feb. 13, D. C.
Radio Peoria, Peoria, Ill., (7609), 910 kc, Jan. 10, D. C.
Radio Springfield, Springfield, Ill., (7323), 1490 kc, Jan. 15, D. C.
Radio Station CRUZ, Santa Cruz, Calif., (7767), 1080 kc, Feb. 17, Field.
Radio Station WSOC, Charlotte, N. C., (7800), FM, Mar. 5, Field.
Radio-Television of Baltimore, Md., (7726), FM, Feb. 3, Field.
Red River Bcstg. Co., Duluth, Minn., (7552), 610 kc, Jan. 20, D. C.
Red River Valley Bcstg. Co. (KRRV), Duluth, Minn., (7622), R, Jan. 20, D. C.
Regional Bcstg. Co., Chicopee, Mass., (7926), FM, Feb. 5, Field.
Joseph M. Ripley, Leesburg, Fla., (7849), 1240 kc, Feb. 17, Field.
Odes E. Robinson, Bluefield, W. Va., (7824), 1240 kc, Jan. 29, Field.
Rochester Bcstg. Co., Rochester, Minn., (7876), 920 kc, Feb. 13, D. C.
Royal Miller Radio (KROY), Sacramento, Calif., (7170), 1060 kc, Jan. 20, D. C.
Runnels County Bcstg. Co., Ballinger, Tex., (7879), 1400 kc, Mar. 17, Field.

S

San Fernando Valley Bcstg. Co., San Fernando, Calif., (7960), 1450 kc, Feb. 12, Field.
Robert Schuler, et al, Fresno, Calif., (7829), 1300 kc, Feb. 17, D. C.
Scotland Bcstg. Co., Laurinburg, N. C., (7846), 1230 kc, Mar. 13, Field.
Seaboard Radio Bcstg. Corp. (WIBG), Philadelphia, Pa., (7863), R, Jan. 17, Field.
Seaside Bcstg. Co., Atlantic City, N. J., (7965), 1400 kc, Feb. 24, Field.
Seminole Bcstg. Co., Belle Glade, Fla., (7905), 900 kc, Feb. 20, Field.
Sioux Falls Bcstg. Assn., Sioux Falls, S. D., (7764), 1140 kc, Feb. 14, D. C.
Skagit Valley Bcstg. Co., Mt. Vernon, Wash., (6829), 1590 kc, Jan. 30, Field.
Southern Ill. Bcstg. Co., Centralia, Ill., (7129), 1430 kc, Jan. 29, D. C.
Southern Bcstg. Co., Montgomery, Ala., (7873), 1170 kc, Feb. 17, D. C.
Springfield Bcstg. Co., Springfield, Mass., (7771), 1490 kc, Feb. 3, Field.
Springfield Bcstg. Co., Springfield, Mass., (7926), FM, Feb. 5, Field.
Standard Tobacco Co., Maysville, Ky., (7907), 1240 kc, Mar. 3, D. C.
John H. Stenger Jr. (WBAX), Wilkes-Barre, Pa., (7852), 590 kc, Mar. 10, D. C.
Surety Bcstg. Co., Charlotte, N. C., (7798), FM, Mar. 5, Field.

T

Sarkes Tarzian, Bloomington, Ind., (7943), 1340 kc, April 2, Field.
Telecolor Corp., West Springfield, Mass., (7772), 1490 kc, Feb. 3, Field.
Texoma Bcstg. Co., Wichita Falls, Tex., (7126), 1290 kc, Jan. 15, D. C.
Harold H. Thoms, Greenville, S. C., (7831), 1240 kc, Feb. 26, Field.
Times-Star Pub. Co., Alameda, Calif., (7762), 1220 kc, Feb. 20, Field.
Tower-Realty Co., Baltimore, Md., (7725), FM, Feb. 3, Field.
Tulare-Kings Counties Radio Assoc. (KTKC), Visalia, Calif., (7601), 940 kc, Jan. 17, D. C.

U

Union Bcstg. Co., Scranton, Pa., (7851), 590 kc, Mar. 10, D. C.
Union Tribune Pub. Co., San Diego, Calif., (7841), FM, Feb. 6, Field.

V

Leonard A. Versluis (WLAV), Grand Rapids, Mich., (7778), 930 kc, Jan. 28, D. C.
Mrs. W. J. Virgin (KMED), Medford, Ore., (7928), AL, Jan. 23, Field.
Voice of Borger, Tex., (7722), 1230 kc, Mar. 24, Field.

W

Walmac Co. (KMAC), San Antonio, Tex., (7983), 630 kc, Jan. 8, Field.
Walmac Co. (KMAC), San Antonio, Tex., (7866), R, Jan. 8, Field.
WARC Inc., Rochester, N. Y., (6605), 1600 kc, Jan. 13, D. C.
Wayne M. Nelson Inc., Fayetteville, N. C., (7845), 1230 kc, Mar. 13, Field.
WDEL Inc., Wilmington, Del., (7834), FM, Jan. 31, Field.
WDZ Bcstg. Co., Tuscola, Ill., (7748), 1050 kc, Feb. 19, D. C.
Ben Weatherwax, Aberdeen, Wash., (7825), 1450 kc, Jan. 27, Field.
Western Bcstg. Assoc., Modesto, Calif., (7038), 710 kc, Mar. 5, D. C.
Western Empire Broadcasters, San Bernardino, Calif., (7720), 1240 kc, Feb. 14, Field.
Westinghouse Radio Stations, Philadelphia, Pa., (7352), 1060 kc, Jan. 17, D. C.
Joe V. Williams Jr., Chattanooga, Tenn., (7913), 1490 kc, Feb. 21, D. C.
Wilson & Cope, Atlanta, Ga., (7546), FM, April 7, Field.
Wire Music Inc., Rockford, Ill., (7964), 1400 kc, Mar. 12, D. C.
WLBG Inc., Laurens-Clinton, S. C., (7792), 860 kc, Feb. 24, Field.
E. T. Wright, Orlando, Fla., (7111), 900 kc, Feb. 20, Field.
WSPR Inc., Springfield, Mass., (7925), FM, Feb. 5, Field.
Wyandotte Bcstg. Co., Wyandotte, Mich., (7755), 1310 kc, Mar. 17, Field.
Wyandotte News Co., Wyandotte, Mich., (7756), 1310 kc, Mar. 17, Field.

Y

Yakima Bcstg. Corp., Yakima, Wash., (7815), 1400 kc, Mar. 13, Field.
Yakima Valley Bcstg. Co., Yakima, Wash., (7816), 1400 kc, Mar. 13, Field.

Jerry Mara

JERRY MARA, 53, pioneer Hollywood transcription producer and sales executive, died in Los Angeles Dec. 5. During war he was with transcribed *Treasury Star Parade*. His widow survives.

Austin Fenger

AUSTIN FENGER, 46, former chief, news-special events, KSFO San Francisco, died Dec. 5 in San Francisco. Surviving are wife and twin children, Bryan and Barbara.

KFAB

OMAHA—LINCOLN

HARRY BURKE, GENERAL MANAGER

CONTROL!

Only MOTION PICTURES give you Control —Showmanship Control vital on TELEVISION programs

Only Film can guarantee: perfect lighting—absolute focus—flawless dialogue.

Only Film can make possible: repeat performances of uniform quality—identical selling messages—selective marketing.

Only Film eliminates: costly rehearsals—telephone line charges—time zone differentials.

Now available for sponsorship . . . exclusive Telereel* Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:

"Film—The Backbone of Television Programming."

RKO TELEVISION CORPORATION

Dept. BC-13, 1270 Avenue of the Americas, N.Y.20,N.Y.

A Radio-Keith-Orpheum Corporation Subsidiary

In Television . . . Film removes the question mark!

*Copyright U. S. Pat. Off

California Groups Get Final Grants

FCC Approves Plans for New 1 kw Outlets at San Jose, Salinas

FCC MADE FINAL last week its proposed decision to grant the application of United Broadcasting Co. for a new 1 kw station at San Jose, Calif., and that of DeHaven, Hall and Oates for a 1 kw outlet at Salinas, Calif. [BROADCASTING, Oct. 21].

United was assigned 1370 kc and the Salinas group 1380 kc. Both outlets will use directional antenna fulltime.

Competing applicants in the proceeding given denials, were FM Radio & Television Corp. and Broadcasters Inc., San Jose, both of which requested the facilities assigned to United, and KRE Berkeley, which sought to change frequency from 1400 kc and increase power from 250 w to 1 kw.

United is a partnership of George Mardikian (32%), owner of Omar Khayyam restaurant in San Francisco; George Dixon Snell Jr. (32%), NBC San Francisco writer and producer, who will be program manager; Floyd Farr (22%), assistant program manager and supervisor of announcers for NBC San Francisco, who will manage the station; Samuel A. Melnicoe (10%), NBC San Francisco equipment maintenance engineer, who will be chief engineer; Alfred Aram (4%), retired attorney.

The Salinas winner is a partnership owned in equal shares by Harold W. DeHaven, in the wholesale lumber business at Fresno; William M. Oates, formerly with WLBJ Bowling Green and KLZ Denver, who will be manager; J. M. Hall, KOA Denver engineer, who will be chief engineer of the Salinas outlet.

KZPI POWER WILL GO TO 10 KW ON JAN. 1

KZPI Manila, P. I. Jan. 1 will increase its power from 1 kw to 10 kw, according to Norman Paige, station head.

Mr. Paige, a former war correspondent in the Far East, is spending two weeks in New York consulting with his station representatives, John Blair & Co., and with officials of CBS, ABC and Mutual, for which KZPI serves as outlet.

He said that his Manila station will be the nucleus of the Philippine Broadcasting Corp.'s Philippine Island network, consisting of six stations. Construction is now under way on several of the stations, which will operate in the 800 to 900-meter band on 1 kw.

Broadcasts will be chiefly in English, but some commercials will be announced in "Tagalog," a dialect which is the leading tongue of Luzon, Mr. Page said.

20TH ANNIVERSARY
WWVA, 50 kw Wheeling Outlet, Marks Birthday

WWVA receptionist Gladys Stempien holds original tube (50 w power) used when station first went on air in 1926. To her left is one of 100,000 w tubes used in the new WWVA 50 kw transmitter.

WWVA Wheeling, W. Va., celebrated its 20th anniversary Dec. 13, William Rine, station manager, announced. WWVA originally operated with power of 50 w, but since 1942 has been operating with 50 kw on 1170 kc. Transmitter is at St. Clairsville, Ohio, 10 miles from Wheeling.

WWVA became the property of West Virginia Broadcasting Corp. in March 1931, and joined the Fort Industry group, comprising seven West Virginia stations. Formerly with CBS, WWVA became affiliated with ABC in 1942.

WWVA's *Wheeling Steelmakers* was on the air six years and achieved a spot on a nationwide hookup, while its original hillbilly show, *WWVA Radio Jamboree*, is still going strong.

Modern studios of WWVA occupy the entire tenth floor of the Hawley Bldg. in Wheeling.

Dedicatory Program Held For WARL Arlington, Va.

THE NEW WARL Arlington, Va., at 4 p.m. Dec. 8 presented a special dedication broadcast. Participating were: Frank Hanrahan, Arlington county manager; Rev. Francis J. Hayden, assistant director of Georgetown U. Observatory and director of Georgetown's broadcasting activities; Frank Blair, program director, who introduced the staff; Connie B. Gay, who conducts a farm program; Bliss Harris, women's director of WARL; Frank U. Fletcher and Kilbourne Castell, owners.

The new station operates on 1 kw daytime, 780 kc. Mr. Castell is general manager as well as half owner. William Jefferay is commercial manager; Ruth Mulvey is in charge of promotion and publicity and the script department. Announcers are: Dean Luce, Richard Barr, Robert Wilcox, Fred Drake, Ed Stevens.

here's the true operator's transmitter

BACKED BY THE OPINIONS OF FM OPERATORS IN 56 CITIES IN 22 STATES

Smartly styled FM transmitters (in two-tone blue and gray) are built in Rainweight aluminum cubicles to facilitate portability and rapid installation.

Here's the answer to many of your hopes . . . an FM transmitter packed with the features you want most, as revealed by an extensive survey among station owners and operators throughout the country.

In this survey, 96% wanted a roomy transmitter . . . one with complete, fast and easy accessibility. This important feature shows up in many ways in the Westinghouse FM transmitters:

Example: you can service any tube quickly from easily-opened front panels.

Example: high-voltage rectifier tubes can be checked visually, any time, through glass panels.

Example: oscillator-driver-audio and center frequency control units are built on standard relay rack chassis and equipped with plug-in connectors for easy removal.

Making your job easy is a keynote of the entire Westinghouse FM design. Meters and indicating instruments are at eye level. All overload protection is fuseless. And to place the transmitter in operation it is only necessary to connect the audio input, r.f. transmission line and input power supply.

This improved design is the product of another vital fact: the unmatched experience of Westinghouse engineers in actual station operation of five FM and six AM stations. Get the facts today from your nearest Westinghouse office. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania. J-02082-A

This new book gives you the complete picture story of the operating advantages built into Westinghouse transmitters and the way operators approved them. Ask for your copy of B-3829.

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Electronics at Work

WHAS
LOUISVILLE
Home of the
Kentucky Derby
AMERICAN
WINN
BROADCASTING COMPANY
Represented by
BROADCAST SALES COMPANY
New York and Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco
HARRY McTIGUE
General Manager

Rating Technique Advances Displayed

A. C. Nielsen Introduces Innovations at Open House

OPEN HOUSE of A. C. Nielsen Co., currently offered New York broadcasters, agency men and advertisers for their late afternoon and dinner enjoyment, constitutes new phase of ever-present "Battle of the Ratings." Newest NRI weapon is the instantaneous audimeter which gives running account of listening in certain audimeter homes via leased telephone lines. Publishing of NRI "more than just ratings" service has been lately considered, says Mr. Nielsen, but withheld in consideration of competitive services.

THE INSTANTANEOUS audimeter, latest member of the family of automatic devices that measure radio audience behavior by recording on tape all dial changes of the radio receivers to which they are attached, made its New York debut at open house sessions held by the A. C. Nielsen Co., developer of this type of radio measurement, for broadcasters, advertisers and agency radio executives.

Sessions, beginning Dec. 2 and continuing through Dec. 12, started at Nielsen's New York headquarters in the late afternoon with an explanation of the audimeter technique, from the selection of the homes in which the devices are to be installed to the final presentation of the reports to the subscribers, given by A. C. Nielsen, president of the organization. Various models of audimeters and some of the machines used to decode and tabulate the tape records were demonstrated in action.

How It Operates

Climax of the afternoon session was a visit to an adjoining room in which are installed 24 instantaneous audimeters, their rolls of tape visible within glass-fronted cabinets, each connected by leased telephone lines to a radio receiver in a New York home. In addition to the tape record, each cabinet is equipped with five lights which show whether the set is tuned to one of the four network outlets or to a non-network station. Although telephone lines are used, connections can be made with non-telephone as well as with telephone homes, Mr. Nielsen explained.

The instantaneous audimeter, he said, was developed in response to demands for speedier reporting service than is available at present, when NRI service men change the receiver tapes monthly. Tapes recording an evening's listening of a test audience, Mr. Nielsen said, could be mailed that night to his company's Chicago headquarters for analysis and tabulation the following morning. Or, if even faster reporting is desired, he stated that it would be possible to set up a board not unlike those in brokerage offices on which changing lights would register all dial tunings as they occur.

Following this demonstration, the group was taken to dinner at the nearby Biltmore Hotel, after which Mr. Nielsen conducted informal discussions, based largely on questions of those present. At the opening session last Monday the discussion centered chiefly on the adequacy of the NRI sample, which currently comprises 1400 audimeters in 1140 homes (two audimeters are installed in homes with two receivers) distributed to cover about two-thirds of the country's radio homes on a ratio of one NRI home to every 16,000 radio homes. Audimeter homes, Mr. Nielsen said, are chosen in accordance with census statistics so that the sample is representative in every pertinent respect.

NRI clients, he reported, unanimously agree that an extension to cover 85% of the country will be sufficient, a total of 2100 audimeters in 1600 homes, and that is NRI's present goal. Asked whether this sample is not too small to permit breakdowns by age, sex, income level, family size, etc., he replied that while the probable error, which for a network program rating would normally range from three-tenths of one percent to seven-tenths of one percent, will be enlarged by such breakdowns, a sample can usually be subdivided several times without any practical loss in dependability.

Citing comparative statistics on the coverage obtained by C. E. Hooper Inc., which calls 35 homes a minute, and the NRI, which measures 1140 homes continuously, Mr. Nielsen declared, "NRI is so much more accurate than Hooper is or CAB was that people should pay us our prices without question, rather than questioning our accuracy."

When an agency executive suggested that NRI would have more subscribers if it would reduce its rates, which start at about $10,000 a year for one network program, $14,000 for two, $18,000 for three and go up to some $60,000 or $70,000 annually for the networks, Mr. Nielsen replied that these rates are only approximately one percent of the clients' annual radio expenditures and that they are not out of line for the amount of information NRI clients receive.

Lists Data

He listed such data as average and full audience figures for each program, analyses of the program's holding power and of flow of audience, breakdown of audience by income groups and city sizes, number of homes reached per dollar of radio cost with the program and with the commercial message, product usage analyzed by homes of various listening levels to the sponsor's program, etc., which are not offered by other rating services, and concluded: "We could reduce our rates by offering only a rating service, but frankly we don't think ratings alone are worth much."

Asked why NRI does not release its top-rated programs for publication as Hooper does, Mr. Nielsen answered that the firm's lawyers say such action would lay them open to libel suits. He cited a reported instance of one radio performer who has several times been on the verge of suing Hooper over an allegedly unfair rating.

INSTANTANEOUS AUDIMETER board at NRI headquarters. Each panel contains an audimeter connected by leased wires to a radio receiver whose use is registered on tape, and is shown by lights on front of panel indicating whether set is tuned to one of the four networks or to a non-network station (marked AO for "any other" on the panel). Upper part of panel summarizes type of home in which set is located.

A MERRY CHRISTMAS AND A PROSPEROUS NEW YEAR!

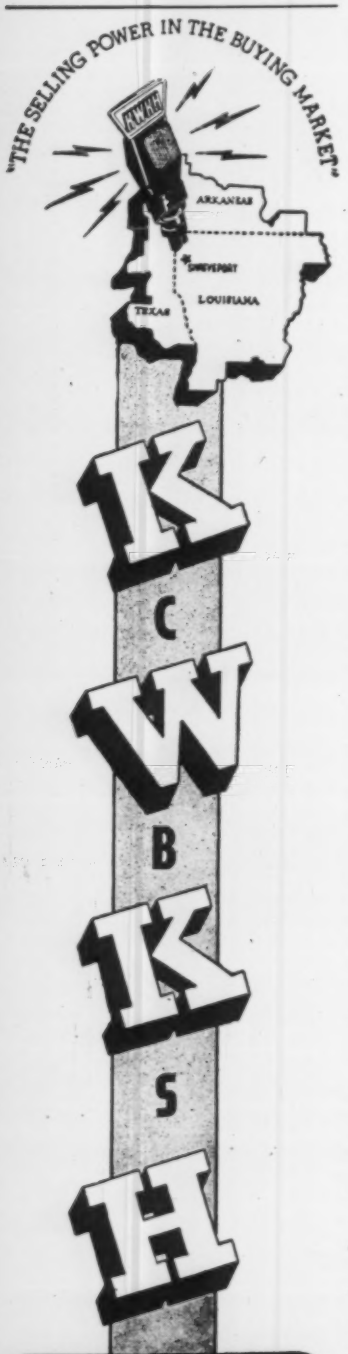
FIRST with California audiences

KYA **KLAC**

SAN FRANCISCO LOS ANGELES

Make a resolution **to let us help you put your sales story over with telling impact in the most progressive, receptive, fastest moving market in the U.S.A.**

REPRESENTED BY ADAM J. YOUNG JR. INC. NEW YORK, CHICAGO


"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA
KWKH
THE SHREVEPORT TIMES STATION
Shreveport, La.
In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.
The Branham Co

P & G Planning Combined Program

Daytime Serials on NBC To Have Same Theme Christmas Day

PROCTER & GAMBLE Co., Cincinnati, which on Thanksgiving Day combined four of its daytime serials on CBS and four on NBC into two unified one-hour programs designed especially for the enlarged holiday audience, is repeating the idea for Christmas with the four programs heard between 3 and 4 p. m. on NBC. Activities of the three agencies normally involved in the production of the individual programs—Pedlar & Ryan, Dancer-Fitzgerald-Sample, Compton Advertising—were coordinated by Compton for the Thanksgiving productions. D-F-S will handle the Christmas broadcast.

While each of the four serials on Christmas will be an individual program, maintaining its own characters and characteristics, all will be devoted to the same theme, rebirth. *Life Can Be Beautiful* will deal with the rebirth of love, *Ma Perkins* with the rebirth of religion, *Pepper Young's Family* with the rebirth of reverence and *Right to Happiness* with the rebirth of Christ. Ron Rawson, narrator, and an orchestra directed by Charles Paul will be heard during each segment of the hour, integrating the individual parts into one program for listeners who follow it throughout. Oliver Barber, director of *Life Can Be Beautiful*, will direct the entire Christmas hour and Patricia Bowman of D-F-S will serve as overall coordinator.

On Thanksgiving Day, these four serial dramas were combined into a single 60-minute program that took a central character, by a dream technique, into the scene of each of the programs, his contact with each group affecting his outlook and philosophy until his self-centered discontent at the beginning of the hour had changed to a friendlier attitude by the end.

Commercials, limited to short announcements at the start, halfway point and close of the hour, were in keeping with the day and the program. No product advertising was included.

A somewhat different technique was followed on the CBS Thanksgiving hour, 1-2 p. m. Here the central theme concerned a retired railroad worker who was running away from the railroad retirement home. To check the time he turned on his portable radio, got the regular P & G serial drama, at each quarter-hour break, and what he heard convinced him that he, not the home, was wrong and he should go back and try to be a better citizen himself. Hour included *Big Sister, Ma Perkins, Young Dr. Malone, Road of Life.*

On this program, each 15-minute unit was complete in itself, yet the four quarter-hours blended into a solid one-hour show, so designed that it would interest the new listeners as well as those who follow one or more of the programs regularly. Commercials, the same type of institutional messages that were used on the NBC hour, were placed at the beginning of each quarter-hour.

This technique makes for easier following by listeners to stations not carrying the full hour and will be used for the special Christmas show. On Thanksgiving NBC had expected to be able to equalize its network so that all P & G stations would carry the full hour, but special local programs scheduled in advance by a number of stations made this impossible.

In utilizing special holiday programs that depart from the normal daytime serial routine Procter & Gamble is following almost to the letter a holiday program formula outlined a year and a half ago by C. L. Menser, NBC vice president in charge of programs.

McCann New President Of N. Y. Musicians Union

ENTIRE Blue ticket, with exception of two men, were voted into office by union musicians of New York Local 802, AFM, preliminary results indicate. President for next two years will be Richard McCann. Other major officers: Samuel Suber, former head of 802 business office, vice president; Charles R. Iucci, secretary; Emil G. Balzer, former head of union's relief department, treasurer.

Two executive board members not reelected—Ralph Redmond, George Laender were succeeded by two Unity candidates, Max Arons, Al Minuti. No figures on elections are available but estimated about 9,000 votes were cast. Union claims 27,000 active members.

Gov. Tobin Participates In WFMR Inauguration

MASSACHUSETTS' Gov. Maurice J. Tobin and Congressman Joseph W. Martin Jr. were participants in inaugural broadcast as WFMR New Bedford went on the air Dec. 9. Gov. Tobin pointed to the fact that WFMR was the first FM station to be opened in New England since before World War II. Rep. Martin spoke from Washington by transcription.

On the air from 3 to 9 p.m. daily WFMR is using interim equipment consisting of an RCA 250 w transmitter and a station-designed 4-bay square loop antenna.

Emerson Expands

JEFFERSON-TRAVIS, Inc., manufacturer of marine radio and radiotelephone equipment, has become a wholly owned subsidiary of the Emerson Radio & Phonograph Corp., New York. Jefferson-Travis will operate as a separate company but will have at its disposal the engineering, purchasing, production, promotion and management counsel of Emerson radio personnel. Robert C. Berner, an official of Emerson, has been elected president of Jefferson-Travis, and Col. Harold Lloyd, formerly with Emerson has been named general manager of the new subsidiary. Ray Friedman continues in charge of sales and Joseph Mas as its chief engineer.

Sterling Special

STERLING DRUG, New York, on Christmas Day will cancel its four daytime serials on NBC, 4-5 p.m., and present an hour of Christmas music featuring such stars as Thomas L. Thomas, Evelyn MacGregor, Donald Dame, with an orchestra and chorus conducted by Victor Arden. Agency is Dancer-Fitzgerald - Sample, New York.

Six New MBS Affiliates Announced; Total 383

MBS last week announced six more affiliates bringing network's total number of stations to 383.

KCBC Des Moines, operating with 1000 w on 1390 kc and owned by Capital City Broadcasting Co., joins MBS on Feb. 1.

KBUN Bemidji, Minn., operating with 250 w on 1450 kc, owned by Ruppert W. Bradford, joined Dec. 15.

KLIZ Brainerd, Minn., operating with 250 w on 1400 kc and owned by Thomas O'Brien, joined Dec. 15.

KPRL Paso Robles, Calif., operating with 250 w on 1230 kc and owned by Leslie H. Hacker, joined Don Lee Mutual Nov. 22.

KEYY Pocatello, Ida., operating with 250 w on 1240 kc and owned by Radio and Television Broadcasting Co. of Idaho joined on Dec. 15.

KANE New Iberia, La., operating with 250 w on 1240 kc and owned by New Iberia Broadcasting Co., joined Dec. 15.

NBC Ten and Twenty Year Club Has New Members

NBC's fourth annual Ten- and Twenty-Year Club dinner at the Waldorf-Astoria Hotel, New York, Dec. 12 was attended by about 650 of the network's executive employes. Eighty-one new members were welcomed into the Ten-Year Club and 38 to the Twenty-Year Club. Dr. James Rowland Angell, NBC public service counselor was toastmaster and Niles Trammell, NBC president, spoke.

Among those welcomed to the Twenty-Year Club are: Lieut. Gen. James G. Harbord, chairman of the board of RCA, and the following NBC officials: Niles Trammell, president; Edward W. Harden, Edward J. Nally and Arthur E. Braun, all members of the board; Frank E. Mullen, executive vice president, and O. B. Hanson, vice president and chief engineer.

Sunday
Monday
Tuesday
Wednesday
Thursday
Friday
Sunday
YOUR best RADIO SHOWS TODAY
Here's a story we're proud to put into print
These attention compelling columns published daily in The Nashville Banner and The Nashville Tennessean
People do say:
"WLAC has the greatest show in town"!
50,000 WATTS
WLAC
1510 ON YOUR DIAL

Now, on all your Air Express shipments

Big, Fast Planes now in Airline service — and more planes of every type — mean quicker delivery for your Air Express shipments — with plenty of space for all you want to send. More "same-day" deliveries to serve you better.

Cost Way Down, too! Economies in large planes, large volume, are passed to you in drastically reduced rates. Included, of course, is special pick-up and delivery in all major U. S. towns and cities. Fast air-rail schedules to any of 23,000 off-airline communities.

Direct Foreign Service between the U. S. and scores of countries. The world's best service, in the world's best planes!

RATES CUT 22% SINCE 1943 (U. S. A.)					
AIR MILES	2 lbs.	5 lbs.	25 lbs.	40 lbs.	Over 40 lbs. Cents per lb.
149	$1.00	$1.00	$1.00	$1.23	3.07c
349	1.02	1.18	2.30	3.68	9.21c
549	1.07	1.42	3.84	6.14	15.35c
1049	1.17	1.98	7.68	12.28	30.70c
2349	1.45	3.53	17.65	28.24	70.61c
Over 2350	1.47	3.68	18.42	29.47	73.68c
INTERNATIONAL RATES ALSO REDUCED					

Write Today for the Time and Rate Schedule on Air Express. It contains illuminating facts to help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17, N. Y. Or ask for it at any Airline or Railway Express Office.

AIR EXPRESS

GETS THERE FIRST

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY

Representing the AIRLINES of the United States

3-Judge Tribunal Will Hear Arguments In Mester Suit to Void WOV Decision

ORAL ARGUMENT in the suit of Murray and Meyer Mester, Brooklyn oil merchants, to set aside a decision of the FCC denying transfer of control of WOV New York to the Mesters, is scheduled for Thursday before Judges Frank, Moskowitz and Calston, sitting as a three-judge court in the U. S. District Court, Eastern District of New York, Brooklyn. The case will be taken direct to the Supreme Court from the special three-judge tribunal.

Pending before the court is a motion by the FCC for summary judgment. Also on file is a motion by Sanford Cohen, New York, on behalf of Arde Bulova, one of the defendants and majority stockholder of Wodaam Corp., licensee of WOV, to dismiss on the grounds that the suit is moot. Richard E. O'Dea, minority stockholder of WOV and a defendant, also has filed a brief.

In its supporting brief the FCC categorically denied allegations of the Mester brothers, who brought the suit in equity last June 21 [BROADCASTING, July 1). Argument originally was scheduled for last Tuesday but the court postponed it until Dec. 19 pending Supreme Court decision in the WOKO Albany case (see story this issue).

To the Mester charge that "the power to select licensees is the power to control freedom of speech, of thought and of religion" and their assertion that "no such power is conferred upon the FCC by the Communications Act of 1934," the Commission replied:

". . . to paraphrase plaintiff's statement, the power to select licensees is the power to insure that the licensees—who, by virtue of the extensive discretion vested in them, alone effectively control freedom of speech, of thought, and of religion in the use of their stations—shall be men of integrity who will be likely to use and account for that extensive power fairly and with a sense of public responsibility." The FCC contended the Mesters "have failed to establish that they possess the qualifications of a licensee."

The Mester brothers are represented by Segal, Smith & Hennessey, Washington, and Bernard Noskin, New York. The Government is represented by J. Vincent Keogh, U. S. Attorney, Eastern District of New York; Benedict P. Cottone, general counsel; Harry M. Plotkin, assistant general counsel, FCC; Frank J. Parker, assistant U. S. Attorney, and by Max Goldman, Erich Sachl, and Arnold D. Berkeley, FCC attorneys.

Defendants are the U. S., FCC, Mr. Bulova, Harry D. Henshel, stockholder of Wodaam Corp., and Mr. O'Dea.

AMA Leadership Awards Board of Judges Chosen

THE Board of Judges of the 1946 National American Marketing Assn. Awards for Leadership in marketing selected by the AMA with the cooperation of the ANA, the AAAA and the Federation of Sales Executives, was announced last week by George Howard Allen, AMA president.

Board chairman for the coming awards will be H. A. Richmond of the Metropolitan Life Insurance Co. Other judges appointed are: Paul Ellison, director of public relations, Sylvania Electric Co.; D. E. Robinson, vice president, La Roche & Ellis; Ralph Rindfuzz, president, Fact Finders; Raymond Robinson, director of research, Crowell Collier Pub. Co.; Archibald Crossley, president, Crossley Inc.; Franklin Cawl, director of research, Kudner Agency; Professor Robert Love, director, evening sessions, City College School of Business; George Howard Allen, AMA president.

THREE BROADCAST HEARINGS DEC. 27

ORAL ARGUMENT on three broadcast proceedings will be held before the FCC *en banc* Dec. 27: (1) License renewal and modification applications of WCAM Camden, WTNJ Trenton, and WCAP Asbury Park, share-time stations on 1310 kc; (2) 800-820 kc applications of WHAT Philadelphia, Camden Broadcasting Co. and Ranulf Compton, Camden; (3) nine Florida-Georgia applications involving 1420, 1430, 1450 and 1460 kc.

In the WCAM-WTNJ-WCAP case, the Commission promised to deny license renewal of WTNJ, grant renewal to WCAP, and deny renewal of WCAM without prejudice to its filing a new application if it first divests itself of a time-lease agreement with Mack Radio Sales.

In the 800-820 kc case the proposed grant went to Mr. Compton, news commentator and former Congressman from Connecticut, for a new 1 kw daytime station at Camden on 800 kc. In the Georgia-Florida proceeding proposed grants went to WRBL Columbus to change from 1230 to 1420 kc and WMBR Jacksonville to move from 1400 to 1460 kc, both increasing power from 250 w to 5 kw fulltime, and to WLAK Lakeland to shift from 1340 to 1430 kc and increase from 250 w to 1 kw fulltime.

Harold GeBauer

HAROLD GeBAUER, 31, announcer of KQW San Jose, plunged to his death Dec. 1 from the 10th floor of the Bank of America Bldg. in San Jose.

We're "on the air" right now to say
Just what we wish for you:
A very Merry Christmas, first—
A Happy New Year, too!
And in the year that lies ahead
The Bell Labs-Western-Graybar team
Will furnish products for your needs
To keep you "on the beam!"
Western Electric
Western Electric Company
RADIO DIVISION
— QUALITY COUNTS —

A merry Christmas and the very best New Year to all you agencies and advertisers—even to you who place radio beneath certain other media in sales effectiveness.

A merry Christmas and the very best New Year to every editor of a trade magazine and a newspaper—even to you who devote not so much as a line to the goings on in radio.

A merry Christmas and the very best New Year to all you publicists—even to you who besiege NBC-Affiliated KFI with tons of copy about your clients on every other network.

again-to one and all-
Greetings

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

UAW Maintains It Has Right To Run Broadcasting Stations

UAW-CIO Broadcasting Corp. of Michigan told FCC last week that the union's right to operate broadcasting stations is not a question for the Commission to decide, but insisted that the right exists, nevertheless.

Replying to Grosse Pointe (Mich.) Broadcasting Corp.'s petition for dismissal of its Detroit AM application on grounds that the union's constitution does not authorize radio station ownership [BROADCASTING, Dec. 2], the United Auto Workers' non-profit radio subsidiary argued that it received a charter from the State of Michigan and therefore "the validity of the charter may not be attacked in this proceeding."

The union applicant cited legal basis for its contention that "If the Grosse Pointe Broadcasting Corp. believes that the UAW-CIO Broadcasting Corp. of Michigan should not have been granted a charter from the State of Michigan by reason of the fact that it was organized by the UAW-CIO, its only recourse is to make application to the Attorney General of the State of Michigan to institute *quo warranto* proceedings to revoke the charter."

Declaring that the application was filed by the UAW subsidiary corporation and not by the UAW itself, the firm insisted that "the sole question for the Commission to determine is whether the applicant, UAW-CIO Broadcasting Corp. of Michigan, has the right to own and operate an AM radio station."

Answer Filed

The UAW group's answer to the Grosse Pointe petition was filed by Maurice Sugar and Ernest Goodman, Detroit attorneys.

It contended that the Grosse Pointe company's "effort . . . to create the impression that the UAW-CIO has net assets of only $6,000 can only be considered as a deliberate misrepresentation of fact. . . .

"The biased attitude of the Grosse Pointe Broadcasting Corp. toward the UAW-CIO was demonstrated by the testimony of Mr. Lorenzo Gentile, president of the corporation, who admitted that he had issued a news statement to the *Grosse Pointe News* in the course of which he completely misrepresented the position of the UAW-CIO in the present proceeding and on the basis of such misrepresentation sought to obtain public support from the people of Grosse Pointe for the application of the Grosse Pointe Broadcasting Corp.," the answer declared.

The rival applicant, it asserted, failed to list $700,000 of UAW assets in its reference to the union's financial status.

In support of the union's right to enter broadcasting, the company declared that authority is contained in general provisions of the UAW constitution "to maintain and protect the interests of workers" and "to develop and maintain an intelligent, dignified membership." It was pointed out that the union's annual convention adopted a resolution favoring operation of a radio station, and also that the Executive Board, which authorized subscription of stock in the subsidiary firm, "has the right under the constitution . . . to 'decide all questions involving the interpretation of this constitution between conventions.'"

Flint, Detroit Grants

UAW-CIO applicants have FM grants for Flint and Detroit and are seeking FM stations in Chicago and Cleveland, in addition to the AM application for Detroit.

The Detroit-Grosse Pointe case involves four applications for new 250-w daytime stations on 680 kc: Grosse Pointe, which originally filed for 660 kc for its proposed station at Grosse Pointe but which FCC said last week had been allowed to amend to 680 kc; and, for Detroit, UAW-CIO Broadcasting Corp., Wolverine State Broadcasting Service, and Herman Radner, owner of WIBM Jackson, Mich.

Original hearing on the applications was held before FCC Examiner Abe Stein during October, with engineering testimony following a month later.

Parman, Lyden Are Made Agency Vice Presidents

D. ROBERT PARMAN and John M. Lyden, of Ted Bates Inc., New York, have been appointed vice presidents of the agency.

Prior to joining Ted Bates in 1943, Mr. Parman was associated with Donahue & Coe, New York, and H. W. Kastor & Sons, New York. He serves as account executive on the Colgate-Palmolive-Peet account at Ted Bates. Mr. Lyden joined the agency in 1942 after being associated with several New York advertising agencies and specializing in food and drug accounts.

Feldmann Is Chairman

C. RUSSELL FELDMANN, president of the International Detrola Corp., Detroit, has been elected chairman of the Board of Directors of National Union Radio Corp., Newark, N. J. Kenneth C. Meinken, former assistant to the president, has been appointed president of the Corporation, succeeding S. W. Muldowny who has resigned. Other corporation officers elected were Winfield H. Cary, formerly chief accountant to the office of treasurer, and Jerome V. Deevy, former assistant secretary, to the office of secretary.

RADIO'S CITATION from the National Conference of Christians and Jews [BROADCASTING, Dec. 2] was accepted for the industry by A. D. Willard Jr. (l), NAB executive vice president. Presenting was Roger W. Straus, American Smelting and Refining Co. president and national co-chairman of NCCJ. Other media were also honored at the Nov. 24 dinner of the Conference at the Waldorf-Astoria, N. Y.

PUBLIC PRESENTS VIEWS ON RADIO IN SEATTLE

THIRTY-SIX PAGE illustrated booklet containing winning suggestions and excerpts from representative entries in contest on "How Can We Help Seattle's Radio and Press Increase Their Services to the Public?" has been published by The Bon Marche, Seattle department store, which sponsors the contest.

Seattle's eight radio stations and its 36 daily and weekly newspapers were examined by critical public eyes as contestants sought to answer the questions.

Under the heading of radio programming one suggestion was that Seattle stations should inaugurate audience participation programs as a means of obtaining more listeners. Another contestant made the following suggestion:

"For better public service, Seattle radio stations should (1) consider 'service' as something more than donating time to public service organizations. Good music, good drama, good humor, good food for thought—locally presented and locally slanted—all could qualify as 'programs in the public interest' when not commercialized; (2) promote better local broadcasting techniques by such means as annual awards to local announcers, producers, writers and artists for outstanding work."

TBA Admits Two

TELEVISION BROADCASTERS Assn. has elected Pulitzer Publishing Co., St. Louis (*St. Louis Post-Dispatch*, KSD) to membership. Company has construction permit for a television station, KSD-TV. TBA has also admitted New York Technical Institute of Newark as an educational member.

William S. Paley of the Columbia Broadcasting System is to be congratulated on his network's new series of programs designed to inform the public on the business of broadcasting. Surely, the American people, given authentic information on the problems of broadcasting will reach a proper decision on the value of the present service and of future expectations, for the public is a fair and kindly jury in America.

We have faith in the present profit system of broadcasting in America and shall continually strive to make it the most valuable kind of radio for listener, for, only as our broadcasting is of profit to the listener will it be of profit to us.

We shall endeavor to strengthen our *"listener relationship"* activities in every possible way in programming, citizenship responsibilities, and in our provision of better mechanical equipment as it becomes available from time to time.

Doing the best we can and informing the listener of our efforts in his interest as proved by our actions, we believe is the best way to answer every criticism of American radio.

H. B. Hanson

Vice President & General Manager

RADIO STATION KVOO
Tulsa, Oklahoma

KPAC

MBS

BMB

5000 Watts in Vancouver!

That's a lot of coverage out on the B.C. coast, coverage that takes in the more than 525,000 people of the Vancouver and Lower Fraser Valley market area PLUS the more than 175,000 people of the Vancouver Island market area. CJOR is the station with the influence in this rich trading area, in fact CJOR's area of influence includes seven-eighths of B.C.'s population!

Represented by: H. N. Stovin (Canada)
Adam Young Jr. (U.S.A.)

OUR 20th YEAR
5000 Watts, 600 K.C.

* CJOR
VANCOUVER B.C.
CBC • DOMINION NETWORK

WQXR, KPMC File to Dismiss Appeal On 1560 kc Grant at Chickasha, Okla.

JOINT AGREEMENT to dismiss an appeal of WQXR New York and KPMC Bakersfield, Calif., from a Commission decision granting a fulltime station on 1560 kc at Chickasha, Okla., [BROADCASTING, Nov. 26, Aug. 26] was filed Monday in the U. S. Court of Appeals for the District of Columbia by the Commission and counsel for WQXR and KPMC.

Agreement to dismiss followed by four days action whereby the Commission reversed itself and designated for hearing the applications of Washita Valley Broadcasting Corp. for nighttime operation and of WQXR and KPMC for increased power on 1560 kc. Although the FCC action took place Dec. 5 it was not announced until last Tuesday after the dismissal agreement was filed.

The Commission vacated its decision of Aug. 1, denying petitions of WQXR and KPMC to reconsider a grant of last March 7 to Washita Valley Broadcasting Corp. for a fulltime station on 1560 kc, operating with 250 w, non-directional at night. Its order of Nov. 7 denying petitions of WQXR and KPMC for rehearing also was vacated.

Grant Set Aside

The Commission further set aside its grant for fulltime operation by Washita Valley but granted daytime operation only with 250 w on 1560 kc. Request of the applicant for non-directional nighttime operation was designated for hearing.

In a second order the Commission designated the following applications involving 1560 kc for consolidated hearing:

Interstate Broadcasting Co. (WQXR), increase power from 10 to 50 kw.

Washita Valley Broadcasting Corp. (KWCO), nighttime operation without directional antenna with 250 w.

El Paso (Tex.) Broadcasting Co., construction permit for 500 w night, 1 kw day.

Lake Broadcasting Co., Gary, Ind., construction permit for 500 w night, 1 kw day.

New Laurel Radio Station Inc. (WAML), Laurel, Miss., change frequency from 1340 to 1560 kc, increase power from 250 w to 1 kw.

KAW Broadcasting Inc., Topeka, Kan., 1 kw, directional night.

Unity Corp. Inc. (WTOL) Toledo, change hours from daytime only to unlimited with directional at night.

Pioneer Mercantile Co. (KPMC), Bakersfield, Calif., increase power from 1 to 10 kw, classification as Class I-B station.

Hearings already have started in the El Paso, Gary and Laurel applications. Records of those hearings will be transferred to the consolidated hearing. Issues, in addition to the usual qualification, coverage, proposed program service and interference, include these:

To determine whether any existing or proposed operation on 1560 kc "is, or may be, entitled to protection as a Class I-B station" and to determine whether, if any existing or proposed operation "may be afforded Class I-B protection, the according of such I-B classification to any existing or proposed station or stations would contribute to an equitable allocation of facilities and otherwise serve the public interest, convenience, or necessity."

GRAND RAPIDS, MICH., FM OUTLET TO START

WFRS, new Grand Rapids FM station given final authorization by FCC on Nov. 1 [BROADCASTING, Nov. 4], is slated to go on the air sometime this month, officials said last week. The station, a Class B outlet, is owned by Grand Rapids Broadcasting Corp., headed by Gordon A. Thorpe. Gerald R. Loop is general manager.

Initial operations will be conducted from the transmitter site, where a building to house a studio, control room, transmitter room and shop, library and offices is being erected by the five owners themselves, all Army Air Corps veterans who initiated their plans while still in service. Federal Telephone & Radio Corp. equipment will be used, including a 3-kw transmitter with four-bay square loop antenna. The station will operate on 93.1 mc (Channel 226) with 10.5-kw effective radiated power, providing coverage over a radius of 60 miles.

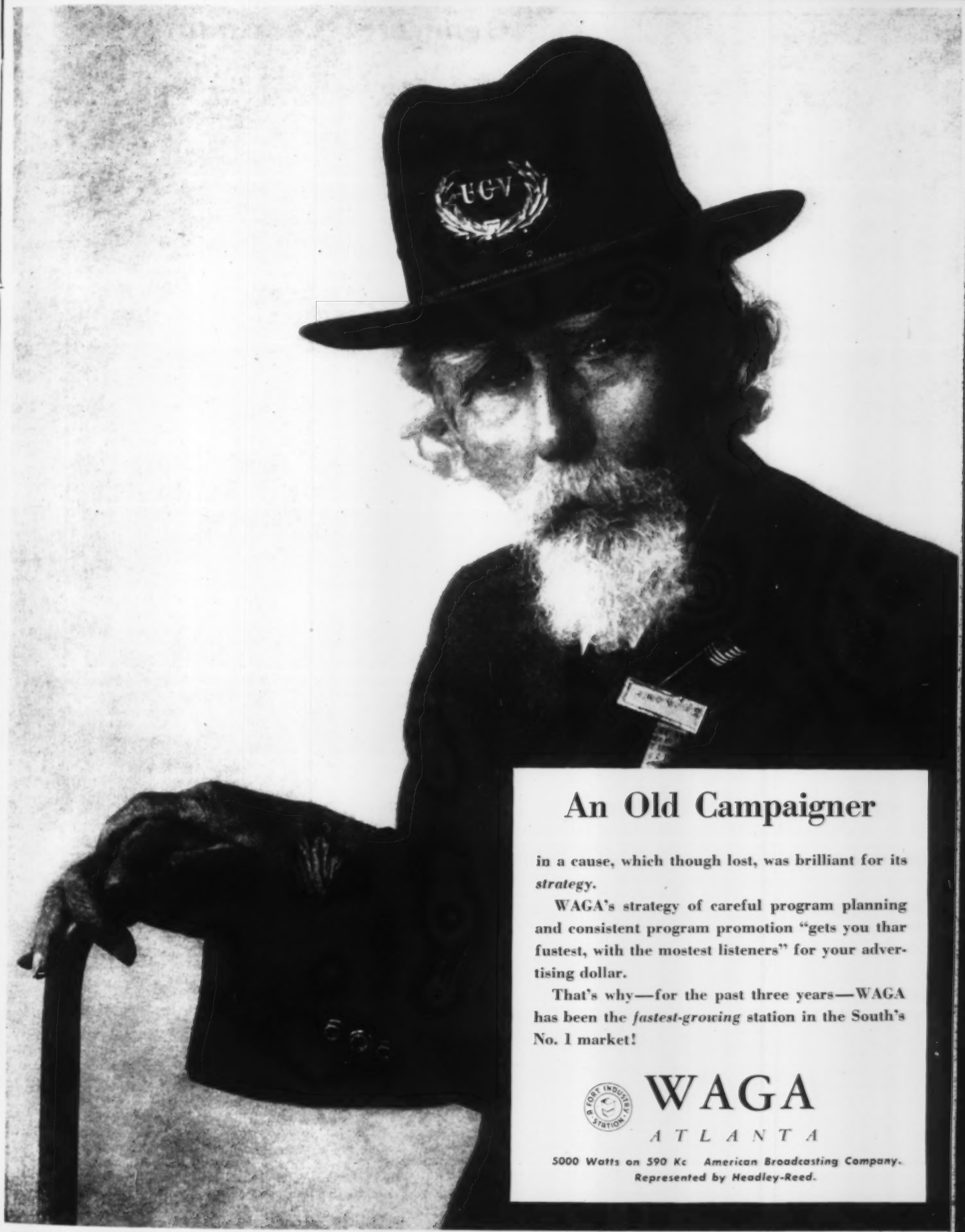
Robert L. Epstein, secretary of the grantee firm, said the station will operate from 8 a.m. to 11 p.m. and plans 40% sustaining time with spot announcements limited to 30 a day. Donald H. Foster is treasurer of the grantee company.

Decision Awaited

PLANS of Highlands Broadcasters Inc. to build a new AM station at Oak Ridge, Tenn., have been held up by the U. S. Atomic Energy Commission, which has jurisdiction over the Oak Ridge area. Highlands has been awaiting Commission's decision since the FCC granted it a construction permit July 25, G. Paul Crowder, secretary-treasurer and general manager of proposed station, states.

American Cable Loss

AMERICAN Cable & Radio Corp. and subsidiary companies had a net loss of $782,609 for the first nine months of 1946, compared with a net income of $1,474,527 for the same period of 1945, after provision for federal income taxes of $695,875, according to a consolidated statement issued by the corporation on Dec. 6. Total operating revenues for the nine months dropped from $14,649,521 in 1945 to $13,564,133 in 1946, while operating costs and taxes increased from $12,650,953 to $14,417,886. American Cable & Radio, Cuban All America Cables, Commercial Cable Co., Mackay Radio & Telegraph Co., Sociedad Anonima Radio Argentina.



An Old Campaigner

in a cause, which though lost, was brilliant for its *strategy*.

WAGA's strategy of careful program planning and consistent program promotion "gets you thar fustest, with the mostest listeners" for your advertising dollar.

That's why—for the past three years—WAGA has been the *fastest-growing* station in the South's No. 1 market!

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.

WHEN RADIO WAS YOUNG

Blaw-Knox engineered, designed and fabricated towers for radio stations even before the pioneer days of home-made crystal sets.

Our accumulated engineering knowledge and experience enables us to assume complete responsibility for the radio towers which you will need to carry out your station's expansion program.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
Pittsburgh 22, Pa.

BLAW-KNOX ANTENNA TOWERS

General Censorship Threat Seen by 'News' in AJC Stand

NEW YORK *Daily News* told FCC last week that if the Commission can deny a newspaper's radio application because of its editorial and news policies "the press will effectively be brought within the jurisdiction of a modern Star Chamber."

"This revolutionary overturn of a fundamental liberty will be not a transient but a continuing usurpation," the *News* added, "in view of the provision in the Communications Act that the action of the Commission with reference to applications for renewal of license 'shall be limited to and governed by the same considerations and practice which affect the granting of original applications'."

Question of Power

"If the Commission has this power with respect to newspaper applicants, it has the same power with respect to all applicants," the *News* declared. "Insofar as any applicant has made known his views in type, by radio, on the public platform or even in social conversation, they become evidence relevant to his qualifications for a radio license. Not merely newspaper publishers but publishers and authors of magazines, books and pamphlets, educational institutions, religious institutions, labor unions, moving picture concerns, in fact all who have had occasion to make public statements of fact or of opinion, are caught in this dragnet of censorship."

The *News* asserted that "for over a century, critics from foreign lands have warned the U. S. against the profit motive and have prophesied doom unless it be exorcised," and quoted Charles A. Siepmann, former BBC employe, author of *Radio's Second Chance* and co-author of the FCC's Blue Book, as saying that "herein lies the tragedy of radio's wayward progress." The American Jewish Congress, the *News* declared, "takes up this *motif*."

Conceding that the Supreme Court has not ruled directly on whether FCC's authority embraces any degree of program control, the brief quotes from several Court decisions implying that the Commission has no such power. "The legislative history of Sec. 326 and of the [Communications] Act as a whole negatives the existence of any such power in the Commission," it declared. "Neither by title, stated purpose or any provision in it is it an Act to interpret (i.e. defeat) the First Amendment" to the Constitution.

The *News*' contentions were contained in a 50-page reply to efforts of the American Jewish Congress to secure FCC denial of the *News*' application for a New York FM station on grounds that the newspaper is anti-Jewish and anti-Negro and publishes an excessive proportion of crime and sex news [BROADCAST, July 15, Oct. 7, Nov. 18].

The newspaper contended it carries no more crime and sex stories than other papers and that AJC witnesses made and suppressed a quantitative analysis on a comparative basis because "it turned out to their disadvantage."

The *News*, seeking one of five available FM channels in New York, has pending before FCC a motion to strike all evidence relating to its editorial and news content. Its reply brief was filed by Louis G. Caldwell and Percy H. Russell Jr. of the Washington firm of Kirkland, Fleming, Green, Martin & Ellis. Will Maslow of New York is counsel for AJC.

Meanwhile, the number of applicants in the proceeding dropped from 17 to 16 with announcement of the *New York Post's* intention to withdraw its application. The *Post* is owned by Mrs. Dorothy Thackrey, owner also of WLIB New York, KYA San Francisco and KLAC Los Angeles. Mrs. Thackrey also has withdrawn television applications for New York and San Francisco to concentrate on video plans for Los Angeles, for which an application is pending [BROADCASTING, Dec. 9].

Engineers in Firm

THREE FORMER FCC engineers are stockholders in Mound Broadcasting Co. which has applied to FCC for new station at Newark, Ohio to operate on 1340 kc with 250 w unlimited time. They are William A. Sodaro, president, who was formerly with WPAR Parkersburg, W. Va., as chief operator, now owner of a private radio sales and service company in Washington; John C. Quinn, vice president, former WARM Scranton, Pa. operator; and Frank X. Green, secretary-treasurer, resident of Washington and formerly associated with private radio sales and service company and former operator of advertising and transcription business. Of 400 authorized shares of common stock, each has subscribed to 66 2/3 shares. Charles M. Johnson Jr., a Newark business man who owns and operates the Johnson Lumber Co., has subscribed to 50 shares of common stock. Mr. Sodaro and Mr. Quinn are associated with FBIS, formerly a part of FCC, and Mr. Green is a former FBIS member.

Ritter Station

"TEX" RITTER, well-known motion picture actor and entertainer, has applied to the FCC for a new daytime station to be operated on 680 kc with 250 w at San Bernardino, Calif. Mr. Ritter will be general manager of the station, according to the application.

"Mr. and Mrs. Music" come to town!

Bea Wain and André Baruch

WITH NEW YORK'S SENSATIONAL NEW RECORD SHOW!

12 Noon to 2:00 pm

4:00 to 5:30 pm

"MR. AND MRS. MUSIC" present radio's pioneer development in recorded music shows (or disc-jockeying, if you please). It's entirely different from anything you've heard, or bought, in the past... original in itself... not a carbon copy or facsimile of any other program.

As a husband and wife record-spinning team, singing star Bea Wain and her commentator husband André Baruch dispense with the chatter of the breakfast table to talk across the turntables about their most familiar topic—music. They present America's top tunes, bands and vocalists on records, of course! But "Mr. and Mrs. Music" give recordings a *brand new* appeal with such unique features as...

RECORDS COME TO LIFE with guest appearances by popular band leaders, singers, composers and other famous personalities.

BEA WAIN SINGS with instrumentalists and during highly-publicized audience shows in the WMCA Theatre.

RECORD MAKERS "ON THE SET"—Bea and André visit recording studios to interview stars making tomorrow's hit discs.

INTRODUCING THE "BETTER HALF" as Bea and André interview husbands or wives of well-known music-makers.

**Thanks for your barrage of spot announcements launching the show—Frances Langford, Jon Hall, Milton Berle, George Jessel, Kate Smith, Ted Collins, Ralph Edwards, Joan Edwards, Ella Logan, Jean Sablon, Jack Smith.*

"Mr. and Mrs. Music" go to town...

in the year's strongest bid for dominance of New York's daytime audience. The show boasts the name talent, the production, the novelty, the hard-hitting promotion* and advertising send-off which has made it a *great* show from its first broadcast. Bea's sultry personality and André's master salesmanship combine for perfect commercial balance.

"Mr. and Mrs. Music" is available in quarter-hour strips—periods which will sell fast, for we thought of the advertiser when we set the price—and the price is right! But that's merely part of the story. You should have all of the details. Check WMCA Sales or your Free and Peters representative.

First on New York's dial

wmca

Represented by Free & Peters

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

Text of Opinion in WOKO Case

(See story in this issue.)

THE TEXT of the United States Supreme Court opinion in the WOKO case follows:

WOKO, Incorporated, for some years has operated a radio station at Albany, New York, and appears to have rendered public service of acceptable quality and to be able to continue. The Federal Communications Commission refused to renew its license because of misrepresentations made to the Commission and its predecessor as to the ownership of the applicant's capital stock. Two hundred and forty shares, being twenty-four per cent of its outstanding capital stock, was owned by one Pickard and his family. For some twelve years they received all dividends paid on the stock and Pickard took an active interest in the company's affairs. He also was a vice-president of the Columbia Broadcasting Company and had obtained the stock on the assurance that he would help to secure Columbia affiliation for Station WOKO, would furnish, without charge, Columbia engineers to construct the station at Albany, and supply a grand piano and certain newspaper publicity.

The company, however, in reporting to the Federal Radio Commission and to the Federal Communications Commission the names of its stockholders as it was required to do for many years and in many applications, concealed the fact that the Pickards held this stock interest and represented that the shares were held by others. Its general manager appeared on behalf of the applicant at various hearings and furnished false testimony to both Commissions regarding the identity of the corporation stockholders and the shares held by each so as to conceal the Pickard holdings. The purpose of the concealment was to prevent the facts from becoming known to Pickard's Columbia colleagues.

The Court of Appeals for the District of Columbia reversed the Commission's decision denying renewal of the license, a majority for the various reasons that we will consider. The dissenting Chief Justice noted that he did "very heartily agree with the view that this is a hard case. The Commission's drastic order, terminating the life of the station, punishes the innocent equally with the guilty, and in its results is contrary to the Commission's action in several other comparable cases. But that the making of the order was within the discretion of the Commission, I think is reasonably clear." We granted certiorari because of the importance of the issue to the administration of the Act.

We come to a consideration of the reasons which led the Court of Appeals to reverse the order of the Commission under the admonition that "review by the court shall be limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious." 48 Stat. 1094, 47 U.S.C. § 402 (e).

The Act provides as to applications such as WOKO filed that "All such applications shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, character, and financial, technical, and other qualifications of the applicant to operate the station; the ownership and location of the proposed station . . . and such other information as it may require." It requires such statements to be under oath or affirmation. 48 Stat. 1084, 47 U.S.C. § 308 (b). It provides, too, that any station license may be revoked for false statements in the application. 48 Stat. 1086, 47 U.S.C. § 312 (a).

It is said that in this case the Commission failed to find that the concealment was of material facts or had influenced the Commission in making any decision, or that it would have acted differently had it known that the Pickards were the beneficial owners of the stock. We think this is beside the point. The fact of concealment may be more significant than the facts concealed. The willingness to deceive a regulatory body may be disclosed by immaterial and useless deceptions as well as by material and persuasive ones. We do not think it is an answer to say that the deception was unnecessary and served no purpose. If the applicant had forthrightly refused to supply the information on the ground that it was not material, we should expect the Commission would have rejected the application and would have been sustained in so doing. If we would hold it not unlawful, arbitrary or capricious to require the information before granting a renewal, it seems difficult to say that it is unlawful, arbitrary or capricious to refuse a renewal where true information is withheld and false information is substituted.

We are told that stockholders owning slightly more than 50 per cent of the stock are not found to have had any part in or knowledge of the concealment or deception of the Commission. This may be a very proper consideration for the Commission in determining just and appropriate action. But as matter of law, the fact that there are innocent stockholders can not immunize the corporation from the consequences of such deception. If officers of the corporation by such mismanagement waste its assets, presumably the State law affords adequate remedies against the wrongdoers. But in this as in other matters, stockholders entrust their interests to their chosen officers and often suffer for their dereliction. Consequences of such acts cannot be escaped by a corporation merely because not all of its stockholders participated.

Respondent complains that the present case constitutes a departure from the course which the Commission has taken in dealing with misstatements and applications in other cases. Much is made in argument of the fact that deceptions of this character have not been uncommon and it is claimed that they have not been dealt with so severely as in this case. Cf. Navarro Broadcasting Association, 8 F. C. C. 198. But the very fact that temporizing and compromising with deception seemed not to discourage it, may have led the Commission to the drastic measures here taken to preserve the integrity of its own system of reports. The mild measures to others and the apparently unannounced change of policy are considerations appropriate for the Commission in determining whether its action in this case is too drastic, but we cannot say that the Commission is bound by anything that appears before us to deal with all cases at all times as it has dealt with some that seem comparable.

It also is contended that this order inflicts a penalty, that the motive is punishment and that since the Commission is given no powers to penalize persons, its order must fail. We think it unnecessary to indulge in the exposition of what a penalty is. It is enough to decide this case to know what a penalty is not. A denial of an application for a license because of the insufficiency or deliberate falsity of the information lawfully required to be furnished is not a penal measure. It may hurt and it may cause loss, but it is not made illegal, arbitrary or capricious by that fact.

Lastly, and more importantly, the Court of Appeals suggested that in order to justify refusal to renew, the Commission should have made findings with respect to the quality of the station's service in the past and its equipment for good service in the future. Evidence of the station's adequate service was introduced at the hearing. The Commission on the other hand insists that in administering the Act it must rely upon the reports of licensees. It points out that this concealment was not caused by slight inadvertence nor was it an isolated instance, but that the Station carried on the course of deception for approximately twelve years. It says that in deciding whether the proposed operations would serve public interest, convenience or necessity, consideration must be given to the character, background and training of all parties having an interest in the proposed license, and that it cannot be required to exercise the discretion vested in it to entrust the responsibilities of a licensee to an applicant guilty of a systematic course of deception.

We cannot say that the Commission is required as a matter of law to grant a license on a deliberately false application even if the falsity were not of this duration and character, nor can we say that refusal to renew the license is arbitrary and capricious under such circumstances. It may very well be that this Station has established such a standard of public service that the Commission would be justified in considering that its deception was not a matter that affected its qualifications to serve the public. But it is the Commission, not the courts, which must be satisfied that the public interest will be served by renewing the license. And the fact that we might not have made the same determination on the same facts does not warrant a substitution of judicial for administrative discretion since Congress has confided the problem to the latter. We agree that this is a hard case, but we cannot agree that it should be allowed to make bad law.

The judgment of the Court of Appeals is reversed and the case remanded to the Commission.

Mr. Justice Black took no part in the consideration or decision of this case.

UE IS MEETING DEC. 17 TO SET WAGE POLICY

THE 23-man General Executive Board of the United Electrical, Radio and Machine Workers of America (UE-CIO) will meet in Pittsburgh on Dec. 17 and 18 to take action on general wage policy for the union, which represents 600,000 workers in the electrical industry.

Following action by the board, representatives of local unions from General Electric, Westinghouse, General Motors Electrical Div., and Sylvania Electric plants will meet in New York on Jan. 4 and 5 to consider the recommendations of the board and to take further action.

A joint conference of UE, United Steel Workers and United Auto Workers will be held in Pittsburgh on Dec. 16 at which time a coordinated wage program among the "big three" of CIO unions is expected to be drafted.

Detroit TV Call

WDLT are call letters assigned to ABC's new Detroit television station, Paul Mowrey, director of television for the network, has announced. Video station will use the 355-foot transmitting tower of WXYZ, ABC AM outlet in Detroit, and two studios are ready for use in the WXYZ studio building in downtown Detroit, he said. Station is awaiting delivery of three image orthicon cameras and a complete mobile unit, will probably be ready to begin operations by early spring.

NEW morning musical show, "Johnny Lanning Sings," has been started by WRC Washington, Mon.-Wed.-Fri. 9:15-9:30 a.m. Schupp's Bakery, Chevy Chase, Md., sponsors show.

WKBW—1520 KC

ANNOUNCES WITH
PLEASURE THE
APPOINTMENT OF

Avery-Knodel, INC.

AS NATIONAL SALES REPRESENTATIVES

WKBW IS BUFFALO'S
50,000 WATT STATION
WHICH IS AFFILIATED
WITH THE AMERICAN
BROADCASTING CO.

BUFFALO BROADCASTING CORP.

RAND BLDG. - BUFFALO 3, N. Y.

HIRAM W. DEYO, PRESIDENT
JOHN A. BACON, VICE-PRESIDENT AND GENERAL MANAGER
RICHARD H. ULLMAN, DIRECTOR OF SALES

"FULL GROWN"

WDOD
21st YEAR
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER
NATIONAL
REPRESENTATIVES
first
IN
CHATTANOOGA

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

When you buy
CBS
be sure you get
KERN
BAKERSFIELD, CALIFORNIA

KERN
1000 WATTS ★ 1410 KC.

AUL H. RAYMER CO., National Representatives

BIRTHDAY PARTY for staff members marked 23rd anniversary celebration of WGBF Evansville, Ind., Nov. 22. Taking part in the celebration are four of the veteran staff members (l to r): Clarence Leich, manager; Mrs. Pat Roper, program director; John Caraway, chief engineer, and Louis Ottman, chief control room operator. WGBF has been affiliated with NBC since Feb. 1, 1937.

CRITIC SAYS RADIO LACKS IMAGINATION

BROCK PEMBERTON, theatrical producer and critic, Dec. 5 was the third of three speakers to address the New York Radio Executives Club on the subject, "What I Would Do If I Were Running Radio."

Radio, he thought, was suffering from a scarcity of imaginative material. Imitation was a chronic disease. The abundance of quiz shows, for example, baffled him.

Commercials, he suggested, should be minimized and their quality improved. Some advertisements for curative drugs, he thought, were "making a race of hypochondriacs out of us listeners."

Mr. Pemberton acknowledged that the job of filling the air with universally good programs was staggering but he thought that much improvement could be accomplished.

The two speakers who preceded Mr. Pemberton in the series were Fannie Hurst, novelist and now dramatic critic for WJZ New York, and H. V. Kaltenborn, NBC news commentator.

Hooper in Syracuse

SYRACUSE, N. Y., has been added to list of cities in which C. E. Hooper Inc. conducts continuing measurements of radio audiences, Ward Dorrell, vice president of the Hooper organization, announced last week. Total is now 75 cities, Mr. Dorrell said, naming Erie, Pa., Duluth-Superior, Honolulu, El Paso, Shreveport and Lincoln as other recent additions.

WROL-FM Takes Air

WROL-FM Knoxville, pioneer East Tennessee FM station, went on the air Dec. 7 at 5 p. m. with 1 kw on 93.1 mc, operating into a single square loop fabricated by station personnel. Transmitting site is atop Sharp's Ridge on outskirts of Knoxville at elevation of 1400 feet, and the antenna installation is progressing as rapidly as possible in face of shipping difficulties, F. C. Gow, station director, states. WROL - FM, owned by Stuart Broadcasting Co., is operating on non-commercial basis. Its CP authorizes 76 kw effective radiated power.

Murrow Asks End Of Radio Isolation

CBS Vice President Speaks At Nobel Dinner

"THE KIND of radio isolationism which exists in the world today can be overcome . . . by a direct exchange of program material and program personnel between nations," said CBS Vice President Edward R. Murrow at the sixth Nobel anniversary dinner at the Hotel Astor Dec. 10.

Mr. Murrow

Mr. Murrow stated that "Radio will come into its own inheritance only when radio reporters are free to roam the world using the microphone as a mirror, reflecting conditions as they are, not as some government says they are."

Other speakers at the dinner included Norman Corwin, CBS writer-producer-director, Pearl Buck and Norwegian Ambassador Wilhelm Morgenstierne.

Mr. Murrow said he could report on radio's role in promoting peace with "mild optimism." He cited shortwave broadcasts of UN proceedings and the efforts of UNESCO to organize a UN shortwave broadcasting network.

Mr. Corwin, winner of the One World Award, said that his visit to 17 countries convinced him that one technique for peace, in particular, demands the most urgent exploration—"the technique by which government and its people consult with each other closely in a spirit of mutual trust and confidence."

Rev. Henry S. Rubel

REV. HENRY SCOTT RUBEL, 48, rector of Grace Episcopal Church, Glendora, Calif., for 11 years and who wrote for radio and films under name of Hal Raynor, died Dec. 4 at Good Samaritan Hospital, Los Angeles. Native of Ohio, he went to California in 1935 as a gag writer for the late Joe Penner. Surviving are his wife, Dorothy, a daughter and two sons.

Holiday Greetings

from

The First Station in the Great Northeast

1946 was a year of changes at WGY—changes in programming and station operation—all designed to assure additional advantages to the listener and to the advertiser making use of this station's facilities.

We look forward to an even greater year of service in 1947. To all of our present sponsors as well as those who will be buying time on WGY, we pledge our utmost co-operation in the months that lie ahead.

GENERAL ELECTRIC

50,000 watts
24 years of service

WGY

Represented Nationally
by NBC Spot Sales

SCHENECTADY, NEW YORK

IN THE PALM

HE SELLS THRU THE AIR WITH THE GREATEST OF EASE!

Oh! What a beautiful story we have to tell—at WBAL. We can't exactly call it the BALTIMORE STORY because WBAL's powerful 50,000 wat voice also reaches most of the central Atlantic states.

We just love to talk about our better programming. We're Baltimore's NBC affiliate—and you know the kind of programs that means. Besides, we originate some mighty fine local shows right in our own studios. The greatest shows in radio are on WBAL.

BALTIMORE

AND THE CENTRAL ATLANTIC STATES

OF YOUR HAND

That makes WBAL a natural for you. It puts Baltimore and the Central Atlantic States right in the palm of your hand. You get a made-to-order audience—more listeners. And more listeners will bring you the sales results you're looking for in this important area.

And that isn't all—There's more to advertising over WBAL than meets the ear. An alert, behind-the-scenes Merchandise Department does a grand job of tying up programs at point of sale.

Nationally represented by Edward Petry & Company

WBAL
NBC NETWORK
50,000 WATTS
BALTIMORE
1
ONE OF AMERICA'S GREAT RADIO STATIONS

Editorial

Newspapers, Please Copy

WHY DID John L. Lewis quit cold and call off the soft coal strike?

Millions of words have been written and broadcast about the abject surrender, but there hasn't been a sentence on what was the biggest single factor in the timing of that announcement in the dullness of a Washington Saturday afternoon.

Radio is the answer. President Truman had refused to compromise, despite face-saving feelers from the Lewis crowd. He was scheduled to take the case to the people on Sunday night in an all-network report. When it was evident that the President would stick to his guns, Lewis suddenly called his news conference and ate crow. The President cancelled his broadcast.

Could there be a more eloquent testimonial to the impact and coverage of radio? Certainly Lewis knew what would happen, what with public opinion already outraged and with reasonable assurance that substantially the entire adult population of the nation would be listening. Newspaper editorial invective had been poured out at him without apparent result. The *mere* threat of President Truman's use of radio caused him to fold.

It will be recalled that a somewhat similar situation occurred last spring when the railroad strike was called off almost at the moment the President was to take the air.

That is the simple story of the power of radio.

The Supreme Court ruled that station licenses are revokable if facts are hidden from the FCC, material or not. Now the FCC is confronted with the serious charge that its own Blue Book staff deceived it by hiding vital facts. Who appeals where now?

UN for Christmas

THE CHRISTMAS season approaches. Two Christmases ago practically all the world was in the toils of mankind's worst war. A year ago, the war over, we were struggling to regain our balance.

This season long strides have been made toward recovery. The United Nations is functioning as a world organization dedicated to maintenance of peace on earth. Though at times it has appeared to be groping futilely, it must be remembered that never before in history have all of the family of nations joined in a concrete long-range effort to evolve a charter for outlawry of war.

Radio, which contributed magnificiently toward winning of the war, has sought to follow through in lighting the way toward peace by spreading the gospel of understanding and good-will. The Yule season presents an admirable opportunity to bring the story of the United Nations to the American fireside. Advertisers, agencies and stations can work together toward that goal. Christopher Cross, U. S. Radio Liaison Officer of UN, Lake Success, N. Y., is willing and ready to cooperate.

Facts About the Law

THE SUPREME COURT, in deciding the WOKO revocation case last week, makes it crystal clear that an applicant or a licensee cannot deliberately deceive or mislead the FCC. The case grows out of the "hidden ownership" of one-fourth of the Albany station by former Radio Commissioner Sam Pickard, who acquired the ownership interest while he was vice president of CBS more than 12 years ago.

The court was unanimous (Mr. Justice Black not participating presumably because Commissioner Durr is his brother-in-law) that under the current statute the Commission, not the courts, must be satisfied that the public interest will be served by renewing a station license. It added that the fact that the highest tribunal "might not" have made the same determination on the same facts does not warrant a substitution of judicial for administrative discretion *since Congress has confided the problem to the latter.* (Our italics.)

And therein lies the rub. We do not for a moment condone the Pickard deception, nor the manner in which he initially acquired his interest in WOKO.

There can be no legitimate quarrel with the Supreme Court's decision. The FCC, under the law, must know to whom licenses are issued. There are set out definite requisites as to qualification. If full disclosures are not made there may result non-compliance with such requirements as that barring alien ownership, lack of financial or technical qualification and qualifications as to character.

The question now arises as to how far the Commission might go in invoking these powers. Certainly false information as to ownership should be grounds for refusal to license or to renew. But should inadvertent failure to supply a contract or perhaps misrepresentation of a clause in it be adjudged as failure to serve public interest? We doubt whether the FCC would go so far. Yet the court holds that the FCC is the judge of the *facts* and that the courts cannot substitute judicial for administrative discretion.

NAB President Justin Miller a fortnight ago blocked out a legislative program [BROADCASTING, Dec. 9]. Before joining NAB he sat for eight years on the appellate bench—on the same court which reversed the FCC's revocation of WOKO and which in turn found itself reversed by the highest tribunal last Monday. Judge Miller knows the vicissitudes of radio regulation and of the appellate processes. He's now been on both sides.

Among the six planks in Judge Miller's legislative platform is one which would make revocation and renewal proceedings triable in the Federal courts and, among other things, "with right of appeal as in other cases upon all usual grounds—*factual* as well as law."

And therein lies the answer. If there is a review on the facts, there need be no fear of arbitrary and capricious action by the licensing authority.

The Supreme Court opinion, while justified as to the *facts* in the WOKO case, nevertheless was premised on a statute which is construed as not allowing a review on the *facts.* This points up clearly the need for remedial legislation along the lines of that advocated by Judge Miller.

Our Respects To—

JOEL BIGELOW

"THERE'S only one thing that worries me about this promotion," observed Joel (Joe) Bigelow, upon his recent appointment as vice president of J. Walter Thompson Co., "and that is—what will Fred Allen say."

The observation was more than academic, for Mr. Bigelow is the agency representative on the Fred Allen show, and Mr. Allen's preprogram warm-up includes a slashing dissection of the V. P. clan. But when Fred was informed of Mr. Bigelow's new position, the comedian's serious and significant comment was: "Well, I guess I'll have to change my warm-up."

And people have been "changing their warm-up" all through Joe Bigelow's career. Starting as an office boy for a trade paper in 1925, he soon caused the editors to recognize him as a lad who merited attention as well as promotion to the post of reporter in 1926.

After more than a decade of reporting, Mr. Bigelow himself concluded this warm-up to "get into the act" as a screen writer with Samuel Goldwyn. His forte was dialogue, and his dialogue was used in such productions as "Goldwyn Follies," "Stella Dallas" and "Woman Chases Man." Joining RKO in 1938 he authored "Wide Open Faces" with Joe E. Brown, and "Annabella Takes a Tour," starring Lucille Ball and Jack Oakie.

Toward the end of 1938 his talents spilled over into radio when he joined the *Charlie McCarthy Show* as a gag writer. But this again proved to be only a warm-up, for after 13 weeks he received and accepted a free-lance offer as head writer on the Rudy Vallee program.

Increasingly impressed with his talent, the Thompson agency hired him as a trouble-shooter on all its comedy shows. After a year of shuttling between New York and Hollywood in his capacity as roving general on the comedy front, he was given command of his own unit, returning to the top-rating *Charlie McCarthy Show* as head writer.

After he had spent four years of consistent campaign with Edgar Bergen, the J. Walter Thompson Co. appointed him to the general staff in 1944 in charge of writing on all JWT programs.

In November 1946 Joe Bigelow was named vice president and assistant to John Reber in command of all production and writing at the agency.

Mr. Bigelow was born Jan. 7, 1909, in Chi-

(*Continued on page 52*)

A Pattern For Good Living

"My dial is always tuned to WQXR," says an enthusiastic listener . . . just one among thousands who have expressed their appreciation for WQXR's broadcasts. More than half a million New York families find WQXR a basic necessity in their pattern for good living. They love good music; they tune to WQXR for 62% of their radio listening time.

Consistent in radio listening . . . discriminating in entertainment, WQXR families buy products of their favorite station's sponsors. Over 70 advertisers sell this above-average income market. To increase New York sales, use WQXR . . . "New York's Most Beloved Radio Station" . . . famed for good music and news bulletins of The New York Times.

WQXR

AND FM STATION WQXQ

Radio Stations of The New York Times

Respects

(*Continued from page 50*)

cago but moved to New York in 1923 when his broker father went to Manhattan to be closer to Wall Street. He intended following his father downtown, but somehow never got past the Forties on Broadway where, he explained, "the beer was better and the angles were sharper."

He considers a bit of ad-lib repartee between Charlie McCarthy and W. C. Fields as the outstanding laugh-getter in all his shows. Deviating from the script, Fields cautioned Charlie, "Keep quiet, or I'll cut you up into venetian blinds."

To which McCarthy retorted, "Mr. Fields, you make me shutter."

He also has a favorite performer. "Her name was Jean Bartholomew, former singer on the Bob Crosby show," he says.

Her name now is Jean Bigelow. They were married Aug. 7, 1944.

Mr. Bigelow's greatest thrill, he says, occurred at a ceremony shortly after he received his latest promotion "They handed me the key that allowed me the hallowed use of the vice president's men's room."

The thrill was somewhat dulled when the key failed to work.

Mr. Bigelow insists that he has no hobbies in the strict sense of the term. "Unless you call my visits to Toots Shor's Restaurant a hobby," he says. "But I always thought a hobby was something you did part time, and I'm at Shor's all the time."

MANAGEMENT

LEE WYNNE, commercial manager of KGER Long Beach, Calif., has been appointed general manager of that station. He succeeds the late **G. MERWIN DOBYNS**, who had been both owner and general manager of the Southern California outlet.

HARRY BURKE, KFAB Omaha general manager, and **ROBERT DOOLEY**, KFAB national sales manager, are in New York to sign contract switching KFAB to new national representative.

WILLIAM B. DOLPH, executive vice president of WMT Cedar Rapids, his brother-in-law **HERBERT L. PETTY**, managing director of WHN New York, and his brother **RICHARD DOLPH**, each of whom has interest in other stations, including KJBS San Francisco and WEMP Milwaukee, have purchased restaurant and nightclub facilities of the Montejo Hotel in Mexico City. They will go to Mexico City early next year to reorganize and expand operations.

CLIF DANIEL, station manager of WCAE Pittsburgh, is new Chief Barker of Tent No. 1 of the Variety Club of America. He is said to be first radio representative to be so honored. Mr. Daniel was formerly with WKY Oklahoma City joining WCAE in 1935 as announcer.

ROBERT B. McGINNIS, formerly of NBC Central Division, Chicago, and until joining Army in 1941 on staff of KMJ Fresno, has been appointed general manager of KTIP, new 250 w Porterville, Calif., station on 1450 kc which starts operating in late December. **J. F. TIGHE** is licensee. Discharged from Army a year ago with rank of captain after two years in China, Burma and India, Mr. McGinnis served as public relations officer on staff of Late Gen. Joseph W. Stillwell.

Mr. McGinnis

PETER TEWKSBURY, former associate television producer of NBC and CBS New York, has been made commercial manager of KTIP. **JAMES TENNYSON**, former chief engineer of KSMA Santa Maria, Calif., has joined new station in similar capacity. Others on the all former GI staff of KTIP include **EVERETT PENNING, HAMPTON McKINNEY** and **JAMES McCELLAN.** Gene Grant & Co., Hollywood, has been appointed national sales representative for KTIP.

WILLIAM A. EVANS, for seven years commercial manager of KGB San Diego, Calif., has resigned to become manager of KYOR, new 250 w station on 1130 kc which starts operating in that city about Jan. 1. **ALBERT E. FURLOW** is general manager of Silvergate Broadcasting Co., KYOR licensee. Mr. Evans, a past president of San Diego Advertising Club, was in newspaper advertising before entering radio. Executive offices and station studios will be located in San Diego Hotel Bldg. W. S. Grant Co., San Francisco, has been appointed national sales representative. Besides Mr. Furlow, principal owner, other stock holders in firm include **FRANK FORWARD**, vice president of Union Title & Trust Co.; **FRED H. ROHR**, president of Rohr Aircraft Co.; **DR. ROY M. LEDFORD**, physician-surgeon, and **MARY HETZLER**, property management consultant.

Mr. Evans

VIC NIELSEN, formerly manager of CFCF Montreal, CKRM Regina, and CKRC Winnipeg, and for some years out of broadcasting, has joined Associated Broadcasting Co., Montreal.

PAUL WAGNER, general manager of WPAY Portsmouth, Ohio, is recuperating at home following a major operation at Grant Hospital in Columbus.

GEORGE CHANDLER, owner of CJOR Vancouver, B. C., is back at his desk after an illness that has kept him in hospital since mid-August.

H. LESLIE ATLASS, vice president and general manager of CBS Western Division, even though he had to attend Chicago's International Horse Show as spectator after suffering heart attack a month ago while driving a harness entry in the Chicago Horse Show, did take home several honors. His horses tied with the Dodge Stable entries for secondary honors after capturing three firsts in as many events.

EILEEN FOX has been appointed assistant to **JOHN HUNT**, manager of CKMO Vancouver, B. C.

Ad Club Party

ADVERTISING Club of Newark will hold its annual Christmas Party Dec. 19 at Newark Athletic Club. On that day WAAT Newark will originate its "Broadwayites" program sponsored by Broadway Hosiery from scene of party.

AAAA Advertising Test Results Soon Available

RESULTS of examinations taken Nov. 22-25 in Philadelphia by 77 advertising executive aspirants will be available shortly, the Atlantic Council, American Assn. of Advertising Agencies, announced last week. Examination papers are being scored and a report on each candidate will be given every AAAA member agency in the Atlantic area.

The examination was developed by the AAAA special Committee on Education and Training, in cooperation with teachers of advertising and marketing from several leading universities. Next test will be given next spring.

Five NBC Renewals

STANDARD BRANDS, New York, has renewed for 52 weeks sponsorship of three NBC programs, *One Man's Family*, Sun. 3:30-4 p.m., on behalf of Fleischmann's Yeast and Royal Desserts; *Edgar Bergen-Charlie McCarthy*, Sun. 8-8:30 p.m., for Chase & Sanborn Coffee, and *The Fred Allen Show*, Sun. 8:30-9 p.m. for Tenderleaf Tea and Shefford Cheese. Agency is J. Walter Thompson Co., New York. NBC also announced two other 52-week program renewals last week. Lever Bros. Co., Cambridge, Mass. (Rinso), has renewed *Amos 'n' Andy*, Tues. 9-9:30 p.m., and National Dairy Products Corp., New York (Sealtest), has renewed *Jack Haley-Eve Arden*, Thurs. 9:30-10 p.m. Agency for Lever Bros. is Ruthrauff & Ryan, while McKee & Albright, Philadelphia, handles Sealtest account.

Holiday Recess

MEETINGS of joint industry-Government committee to formulate U. S. proposals for next World Telecommunications Conference [BROADCASTING, Dec. 2], will adjourn Dec. 23-26 for holidays, resuming Dec. 27, Harvey B. Otterman, chairman, announced last week. Meetings expected to continue four to six weeks.

WALT
A NEW VOICE IN
Tampa
YOU'LL BE HEARING FROM ME EACH MONTH
UNCLE WALT
This month a NEW voice will be heard in Florida's most populated and most productive area, the Tampa and St. Petersburg territory. Station WALT goes on the air with emphasis on music and news. WALT has a ready-made audience for the listening pleasure of your clients. To gain new sales in this greatest of all Florida territories, be sure and put this NEW station on your schedule. Write now for availabilities.
TAMPA LED THE SOUTHEAST IN RETAIL SALES IN SEPTEMBER.
1110 KC 1000 WATTS
WALT
Tampa Broadcasting Company
401 WEST TYLER STREET • TAMPA, FLORIDA
POST OFFICE BOX 1077
W. Walter Tison . . . OWNER-MANAGER

National Representatives: JOHN H. PERRY ASSOCIATES, 310 East 45th Street, New York 17, N. Y.

The Nunn Stations
4 ABC
1 CBS
5 ★
★ IMPORTANT MARKETS

• Amarillo, Tex.	KFDA (ABC)
• Ashland, Ky. / • Huntington, W. Va.	WCMI (CBS)
• Knoxville, Tenn.	WBIR (ABC)
• Lexington, Ky.	WLAP (ABC)
• Mobile, Ala.	WMOB (ABC)

They call it *Magic Valley* because...

. . . things grow as if by magic down here. Not one season a year, but four! Naturally all this is diverted into money . . . tremendous buying power, which is earned by the sweat-of-the-brow, but spent freely right here at home.

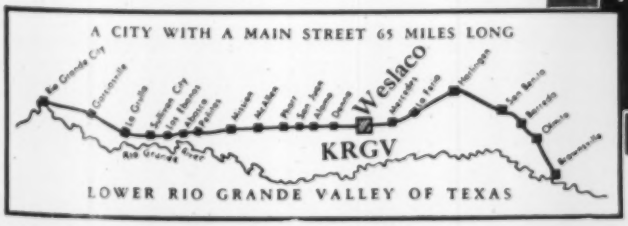
Glance at these facts . . . the effective buying income totals more than 165 million dollars—over $650.00 per capita. Citrus fruits, vegetables, and cotton mean magic dollars down here.

Valley folk have distinctive Valley habits. One of these well established habits is that they depend on KRGV for their radio listening. KRGV is the only network station heard at all times in the Valley!

AFFILIATED WITH NBC
MEMBER • LONE STAR CHAIN
VOICE OF ONE OF THE RICHEST
Permanent MARKETS IN AMERICA

1290 ON THE DIAL
KRGV
TRANSMITTER WESLACO AND STUDIOS AT TEXAS
THE MAGIC EMPIRE OF THE RIO GRANDE

1000 Watts



AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN Radio Sales

KFMB
Sells
SAN DIEGO

San Diego Leads Again! "Sales Management" Index places San Diego SECOND in U. S. percentage of gain in total sales and services. You can reach this market "from within", completely and economically with KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO

Commercial

WILLIAM S. KNAPP, recently discharged from AAF and previously with WIBC Indianapolis and WDZ Tuscola, Ill., has been named sales manager of WKMO Kokomo, Ind.

CHARLES WARREN has been appointed commercial representative for WARL Arlington, Va. Mr. Warren formerly was with WHLD Niagara Falls, WBNY and WBEN Buffalo.

LOUIE READ, commercial manager of WWL New Orleans, is the father of a girl.

BEN LOCHRIDGE, son of **WILLARD F. LOCHRIDGE**, vice president and account executive for J. Walter Thompson Co., Chicago, has joined the sales staff of Mutual's midwest office in Chicago. Mr. Lochridge formerly was with Ideal Publishing Co. and KMOX St. Louis.

WHAR Clarksburg, W. Va., has appointed Joseph Hershey McGillvra Inc. as exclusive national representative.

BARBARA PELL GODFREY has been named traffic manager at WMAZ Macon, Ga., to succeed **DOROTHY SMALL** who resigns Jan. 1. Mrs. Godfrey was formerly music manager and assistant WMAZ traffic manager.

WSKB McComb, Miss., has issued rate card No. 7 giving one-time rate class A at $70 for one hour. Card also includes coverage map, current program schedule and announcement of new radio center to open soon in WSKB Bldg.

EMMETT JACKSON, former WAOV Vincennes, Ind., program director, has returned from Army duty to become commercial manager of that station.

ARTHUR B. ROUSE, national sales manager of WJHP Jacksonville, Fla., was one of thirty-seven men who recently passed Florida Bar examination. Member of Kentucky Bar and former FBI special agent, Mr. Rouse joined WJHP after separation from Navy last spring.

DON FRANCISCO Jr., after service with the Navy and formerly with Avion Aircraft, Los Angeles, has joined MBS as account executive. Before his association with Avion Mr. Francisco was radio producer and commercial writer at Lord & Thomas, Hollywood.

EXCLUSIVE WLIB representation in New York and nationally by Adam J. Young Jr. Inc., was arranged when Mr. Young (l) completed negotiations with Jackson Leighter (c), president of the Brooklyn station, and Arthur A. Engel, WLIB commercial manager. WLIB has applied to the FCC for permission to move studio location to New York City.

WLOW Norfolk, Va., has appointed Forjoe & Co. as exclusive national representative.

CKSF Cornwall, Ont., has appointed Fremantle Overseas Radio, London, England, as exclusive representative in Great Britain.

PEARL EZARD, new to radio, has joined the traffic department of CKSF Cornwall, Ont.

CFPA Port Arthur, Ont., has appointed Radio Representatives Ltd., Winnipeg, as representative in western Canada, and Fremantle Overseas Radio, London, England, as representative in Great Britain, effective Jan. 1.

JACK BOATES, former traffic manager of CKOV Kelowna, has been appointed commercial manager of CKPG Prince George, B. C.

WFIL and Magazine Sign Novel Advertising Pact

WFIL Philadelphia has concluded a novel advertising agreement with the magazine *Philadelphia* enabling the station to direct its magazine advertising to a specific readership and, at the same time, providing a means for the publication to increase its circulation.

Under terms of the agreement, *Philadelphia* will print 1000 additional copies of the magazine each month starting with December issue. Each copy will be bound with a four-page, center-spread insert carrying WFIL's advertisement. The 1000 copies will be sent to the station's own mailing list of clients, advertisers, agencies and the radio trade.

Joseph W. Simpson, advertising manager of the magazine, predicted that the circulation may be increased from 11,000 to a new total of 50,000 with the conclusion of similar agreements with other types of industries.

MacArthur Controls All Jap Broadcasts

State Dept. Clarifies Shortwave Rebroadcast Rumors

PUBLISHED reports that Gen. Douglas MacArthur had banned the rebroadcast in Japan of State Dept. *Voice of America* programs brought from State Dept. officials the query, "What programs?"

Kenneth Fry, chief of the International Broadcast Division, Office of International Information & Cultural Affairs (OIC), said shortwave programs to Japan in Japanese language were discontinued last May after General MacArthur's command took over programming all Japanese stations.

The Korean radio has been rebroadcasting a half-hour *Voice of America* program daily, Mr. Fry said, but no stations in Japan have rebroadcast any State Dept. programs, to his knowledge, since last May. All radio for Japanese consumption is supervised in Japan by General MacArthur.

Meanwhile State Dept. last week had not yet completed a draft of a proposed plan to create an international shortwave foundation composed of private industry and Government, to operate shortwave broadcasting in this country [BROADCASTING, June 24]. Should Secretary of State Byrnes and President Truman approve the plan, it will be submitted to the new Congress for legislative action.

Some State Dept. officials, particularly those close to the United Nations Organization and the worldwide telecommunications, believe that all international shortwave broadcasting for the world should be done by the UNO [BROADCASTING, Nov. 18].

CJNB on Air

CJNB North Battleford, Sask., has started operations with 250 w on 1240 kc. Jack H. Coalston is manager. Station is represented by All-Canada Radio Facilities, is using British United Press news service and has subscribed to World transcription service.

"IBCing you" . . . in INDIANAPOLIS

We're not Quibbling with Crosby . . .

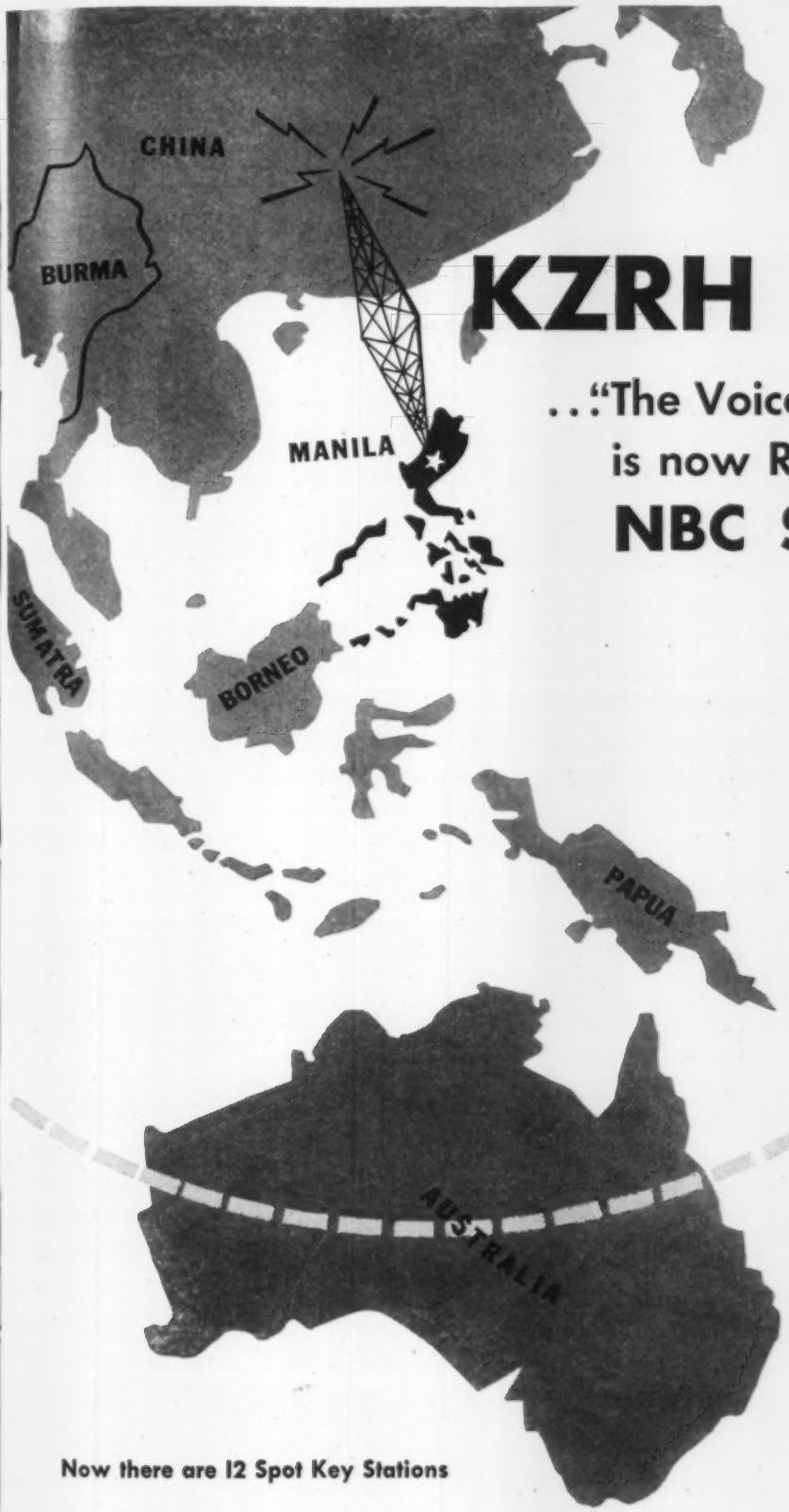
As a matter of fact, we wish his transcribed shows every success. But here in Indianapolis, it's LIVE TALENT SHOWS that sell. That's why we have the largest live talent staff in town . . . a staff which is fully equipped to sell *your* product via a ready-made or tailor-made show that's built to *your* specifications. Ask your John Blair Man. . . . HE knows.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC
1070 KC
5000 WATTS
BASIC MUTUAL

THE INDIANAPOLIS NEWS STATION

WKBB
First in
DUBUQUE
Iowa's Fastest Growing City
JAMES D. CARPENTER
Executive Vice President
Represented by
HOWARD H. WILSON CO.



KZRH

. . . "The Voice of the Philippines" . . . is now Represented by NBC SPOT SALES

KZRH is more than a Manila radio station serving seven million people in Metropolitan Manila . . . more, actually, than "The Voice of the Philippines" serving another eleven million in the Islands.

It is the dominant voice . . . the major means of communication . . . of the entire Orient, listened to regularly in China, Japan, Australia, the Dutch East Indies, and countless other Pacific Islands.

Because, out there, short-wave broadcasting is even more widely listened to than long wave, KZRH using both simultaneously, effectively covers and influences this vast area . . . dominates it thoroughly. **And right now there is a tremendous need and demand for American goods of all kinds** . . . and plenty of money available to buy them.

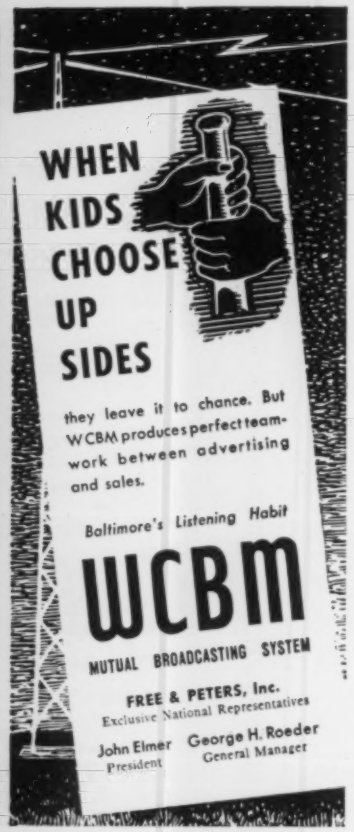
NBC Spot Sales is proud to represent KZRH, the NBC Network affiliate in Manila, and is eager to discuss with you the interesting and important facts about the station, the market, and your potential stake in that market.

Now there are 12 Spot Key Stations

WBZ . . . . . Boston	**WNBC** . . . . New York
WGY . . . . Schenectady	**WOWO** . . . Fort Wayne
KYW . . . . Philadelphia	**WMAQ** . . . . . Chicago
WRC . . . . Washington	**KOA** . . . . . Denver
KDKA . . . . . Pittsburgh	**KPO** . . . San Francisco
WTAM . . . . Cleveland	**KZRH** . . . . . Manila

NBC SPOT SALES

New York, Chicago, San Francisco, Washington, Cleveland, Hollywood, Denver, Boston



PRODUCTION

JOHN MELVILLE, news commentator and former program manager of WNOC Norwich, Conn., has joined WGAT Utica, N. Y., as program director.

JIMMY LOWE, former announcer at KFJZ Forth Worth, Tex., has joined KWBC that city in similar capacity.

HOLLIS MacCURDY has been appointed chief announcer of CJAD Montreal, succeeding **TERRENCE O'DELL**, who has joined CKLW Windsor-Detroit. **LEE FORTUNE**, formerly of CKSF Cornwall, and **GEORGE BISHOP** have joined the announcing staff of CJAD.

DICK DIESPECKER, production manager of CJOR Vancouver, B. C., has had some of his poetry included in a new Canadian anthology, "A Pocketfull of Canada."

ROGER PRICE, writer on NBC "Bob Hope Show," in addition has a comedian spot in floor show of Billingsley's Bocage Room, Hollywood.

MARTHA TILTON, vocalist, replaced Patty Bolton on NBC "Meet Me at Parky's."

ELLAINE CARRINGTON, radio script writer, is doing an original stage play for Arlene Francis, for New York staging next summer.

ARNOLD MAGUIRE, producer of Foote, Cone & Belding, Hollywood, has been shifted to agency's Los Angeles office to handle radio production for motion picture division.

MIKE STOKEY, ABC Hollywood announcer, is the father of a boy.

BOB FORWARD, announcer-producer of Don Lee Broadcasting System, Hollywood, has been named assistant to **CHARLES BULOTTI**, program director.

PAUL WESTON has been signed as Hollywood musical director of NBC "Chesterfield Supper Club," with switch from New York.

ART BAKER, Hollywood announcer-m.c., has been signed for supporting role in Warner Bros. film "Night Unto Night."

LEN CURLY and **VERN LAUDEN**, former announcers of KYA San Francisco, have joined KROW Oakland in similar capacities.

HARRY WATTS has rejoined CKOV Kelowna, B. C., as traffic manager on discharge from the armed services.

ANNE CRISTY, former radio director of Howard-Wesson Adv., has been named director of women's activities at WJAS Pittsburgh. Miss Cristy previously had been with WTAG Worcester, Mass., and taught radio advertising and writing for several years at evening school of Worcester Junior College.

Miss Cristy

WENDELL ODLUND, formerly of KRIS Corpus Christi, Tex., and KMA Shenadoah, Iowa, has joined KFXJ Grand Junction, Col., as announcer.

HERBERT ANDERSON, new to radio, has joined announcing staff of WROK Rockford, Ill.

RICHARD W. HUBBELL, production manager and television consultant of Crosley Broadcasting Corp., spoke Dec. 7 at a midwestern regional meeting of the American College Public Relations Assn. held Dec. 6-7 in Cincinnati. His topic was "How Television Will Affect College Public Relations—Fact, not Fancy."

BUD PASTON, formerly on station relations staff of NBC Hollywood, has joined announcing staff of KDYL Salt Lake City.

BILL ADAMS, formerly in music rights department of NBC Hollywood, has joined announcing staff of KSFT Trinidad, Col.

GEORGE CHAVEZ and **CARL DUNCAN**, formerly of NBC Hollywood station relations staff, have joined announcing staff of KYUM Yuma, Ariz.

MARK SHEELER, m.c. of "Blues Chaser Club," has joined WINC and WINC-FM Winchester, Va., where he is continuing that program over the new 14 kw FM station.

JACK GUINAN, former Army captain, has returned to WKBW Buffalo. Since release from service he has been chief announcer and sports director of WJTN Jamestown, N. Y.

JEAN LANE, director of education at KMOX St. Louis, in January will rejoin the American Red Cross, assigned to hospital division at Denver. During war Miss Lane served with ARC for three years in ETO.

JACK BENNY, according to present plans, will originate his last two spring programs on NBC for American Tobacco Co. (late May) from Honolulu..

HORACE POSEY has joined announcing staff of WIS Columbia, S. C. **CLYDE McLEAN** has been appointed music director of WIS in addition to his announcing duties.

RAY YAGER, former announcer of KSFO San Francisco, has joined KROW Oakland in similar capacity.

MERCEDES SCHMIDT, new to radio, has joined KECA Hollywood as head of transcription department replacing **JIM O'BRIEN** who resigned to enter own business.

REX KOURNY has replaced **RUBY LLOYD**, as ABC Hollywood staff organist. Miss Lloyd has resigned to freelance.

ELIZABETH YOUNG, after service with the Waves, has joined MBS continuity acceptance department, replacing **FRANCES JEFFERSON**, resigned.

ROBERT REDD, producer of CBS "Hollywood Star Time," has resigned effective Dec. 28. **JACK JOHNSTONE**, former producer of NBC "Man Called X," takes over those duties. **HERBERT MARSHALL**, film actor, will be added to program cast as star with broadcast of Jan. 1. General Motors Corp. (Frigidaires) is sponsor; Foote, Cone & Belding, services account.

EDDIE DUCHIN and **MILENA MILLER**, stars of the "Kraft Music Hall" on NBC, are to fly to Chicago Dec. 23 to perform at the annual employes Christmas party held by the sponsor, Kraft Foods Co., Chicago.

COURT BENSON has joined the cast of "Young Widder Brown," sponsored on NBC by Sterling Drug through Dancer-Fitzgerald-Sample, in the role of Hanley Jackson.

LAURA DUNN, receptionist at WMAZ Macon, Ga., has been named assistant program manager of that station.

RAY YAGER, formerly of KSFO San Francisco, has joined KROW Oakland, Calif., as announcer. He replaces **JACK BERRY**.

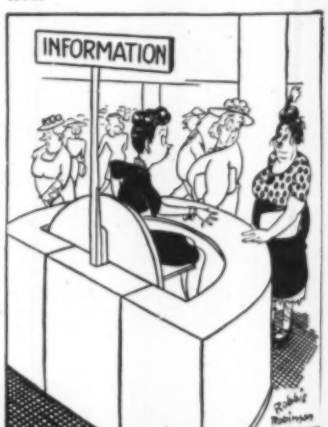
DINTY DENNIS and **ALAINE POWELL**, WQAM Miami personalities, have been made honorary citizens of Boys Town in appreciation of their programs featuring Father Flanagan while he was in Miami. Certificate of citizenship was sent to each, signed by Father Flanagan and Jim Mitchell, Mayor of Boys Town. Father Flanagan appeared as guest of Miss Powell on her WQAM "Woman's Page" and was interviewed by Mr. Dennis on "Dinty's Dugout."

HERMAN WOUK, formerly on the "Fred Allen Show" and recently author of "The Treasury Hour," has been appointed head writer of the "Kraft Music Hall Show," Thurs. on NBC, sponsored by Kraft Cheese Co. through J. Walter Thompson & Co., New York.

ERNEST DE LA OSSA, NBC personnel director, was elected chairman of the New York Personnel Management Assn. at the organization's annual meeting last week. He will serve as chairman throughout 1947, having served this year as vice chairman and program chairman.

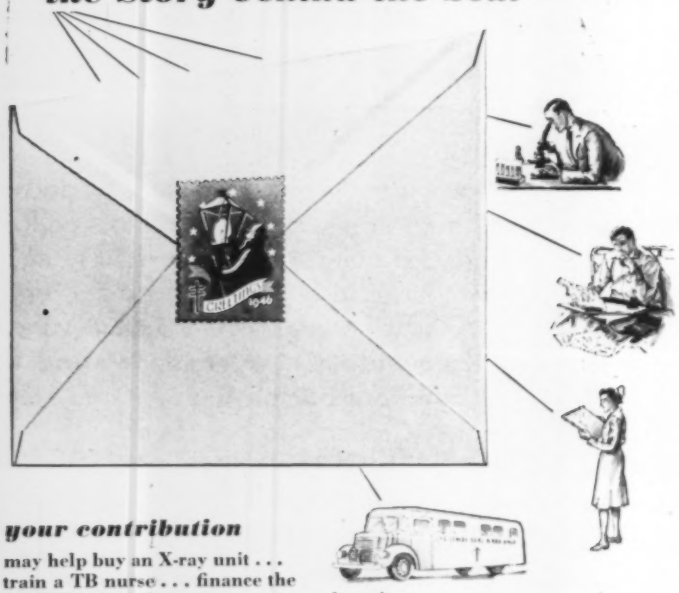
Abt Addresses C. of C.

HENRY E. ABT, managing director of the Brand Names Research Foundation, in an address before the members of the Tulsa, Okla., Chamber of Commerce, stated that "freedom of the press and radio, which are enabled by advertising revenue to be free from obligations to government or any other agency which might limit their critical observation of public policy" is one of the advantages that accrued to the public through competition between brand identified products. Another advantage, said Mr. Abt, was a "direct relationship between the cardinal factors of our distribution system, brand identification and advertising, and the perpetuation of political and social liberties."



"What does WFDF Flint have in soap operas?"

the Story behind the Seal



your contribution

may help buy an X-ray unit . . . train a TB nurse . . . finance the rehabilitation of a patient . . . or underwrite laboratory research . . . some of the many ways Christmas Seal funds fight tuberculosis the year round.

These methods have helped cut the death rate by 75% since 1907. But TB still kills more people between 15 and 35 than any other disease. So the fight must go on.

So, please, send in your contribution today, however small. Nowhere else can you "buy" a greater gift . . . for the greatest number.

BUY CHRISTMAS SEALS

Because of the importance of the above message, this space has been contributed by **BROADCASTING MAGAZINE**

NEW! Designed for FM!

TYPE 5530 with terminal arrangement for grounded-grid application, as in Western Electric 3 kw FM transmitter.

TYPE 5541 with terminal arrangement for grounded-plate application, as in Western Electric 10 kw FM transmitter.

Western Electric

Forced Air Cooled Transmitting Triodes

Designed by Bell Telephone Laboratories, these new triodes are tops in performance in the 88 to 108 megacycle FM band.

Their filaments are of thoriated tungsten—the most efficient emitter for power tubes of these ratings.

Their rugged construction—brazed and welded metallic joints, Kovar-to-glass seals, protected metallic vacuum "seal-off", and self-supporting filament structure—insures long dependable service.

Their terminal arrangements are designed for maximum flexibility of application. Tubes having identical electrical characteristics can be "factory tailored" with suitable attachments for special terminal requirements.

For further details: Call your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, New York.

QUALITY COUNTS

	TYPE 5530	TYPE 5541
Filament—Thoriated Tungsten		
Filament Voltage	5 volts a-c	7.5 volts a-c
Filament Current	55 amperes	55 amperes
Amplification Factor	26	26
Maximum Ratings (Apply at frequencies up to 110 megacycles)		
Direct Plate Voltage	4500 volts	8500 volts
Direct Plate Current	2.25 amperes	3.25 amperes
Plate Dissipation	3 kilowatts	10 kilowatts
Interelectrode Capacitance		
Plate to Grid	*23.0 mmf	25.0 mmf
Plate to Filament	* 0.6 mmf	1.5 mmf
Grid to Filament	*20.0 mmf	21.0 mmf
Maximum Dimensions		
Height	7-11/16 inches	9-25/64 inches
Diameter	5-5/32 inches	8-1/32 inches

*Tube shielded as in grounded-grid operation

Western Electric

Distributed by GraybaR

OFFICES IN 95 PRINCIPAL CITIES

Arthur Hurd, Director of Media Research, J. Walter Thompson.

how does THOMPSON select media ?

To help sales executives do a more efficient job of selecting markets and media, Arthur Hurd, Director of Media Research for the J. Walter Thompson Company — the world's largest advertising agency—has written three articles on *"How to Increase Sales Through Better Media Selection,"* appearing in the Nov. 20, Dec. 1, and Dec. 15 issues of SALES MANAGEMENT.

This series takes up problems facing today's sales executive, such as:

"How can we determine the particular medium best equipped to fit the individual problems and sales potentials of each market?"

"How effective can newspapers be in a campaign — as compared to magazines or network radio?"

"For concentration in metropolitan markets, which is most efficient, newspapers or network radio?"

The study breaks down every category of advertising media and shows its adaptability to various sales problems. The first article includes a 4-color county outline map of the U. S., developed by J. Walter Thompson to show potentials of specific markets as measured by SALES MANAGEMENT's *Survey of Buying Power*.

Anticipating a tremendous demand for copies of this study, particularly from our sales executive subscribers, SALES MANAGEMENT has ordered 8,000 reprints of the series. A free copy may be reserved by writing our nearest office.

DIRECTOR OF SALES — THE FIRST WORD ON MARKETS AND THE LAST WORD ON MEDIA

ABP ABC

Sales MANAGEMENT

386 FOURTH AVENUE, NEW YORK 16, N. Y.

CHICAGO SANTA BARBARA

News

RAY KENNEDY of announcing-producing staff at WRVA Richmond, Va., has been named news editor for that station. **WILLIAM R. WILSON**, WRVA news analyst, recorded in New York narration for first two of series of films produced by Virginia Board of Education for audio-visual instruction use in Virginia public schools.

TODD BRANSON has joined WTOD and WTOD-FM Toledo as news editor. Station has added local news to each of its hourly newscasts. Mr. Branson was formerly with KMBC Kansas City, WJW Cleveland and WPEN Philadelphia.

GORDON LOUDON, farm service director of WWL New Orleans, is the father of a boy.

JERRY JANES, former morning news editor of KPRC Houston, has joined KWBC Fort Worth, Tex., as news editor.

HAMILTON GRANT has been appointed news editor of CJAD Montreal.

EARL GODWIN, ABC commentator, Dec. 17 moves his twice-weekly news analysis program on ABC from Mon.-Tues. 8:15-8:30 p.m. to Tues.-Thurs. 10:45-11 p.m.

GEORGE CARSON PUTNAM, MBS and WOR news commentator, Dec. 23 starts new sustaining series, "Humanizing the News," on WOR, Mon. through Fri. 6-6:15 p.m. New series replaces the **DR. FRANK KINGDON** program which is being discontinued by Crawford Clothes, New York, through Al Paul Lefton Co., New York. The Inkograph Co., New York, continues to sponsor Dr. Kingdon's news commentary on WOR Sun. 10:15-10:30 a.m., through Emil Mogul Co., New York.

GABRIEL HEATTER, MBS commentator, will portray himself in Robert Riskin Productions film, "Magic Town," with sequence being shot in New York.

DAVID ANDERSON, news commentator of NBC Hollywood, is the father of a girl.

TIM O'SULLIVAN, news editor of WGL Fort Wayne, Ind., Nov. 30 married Kathleen Teresa Cooper of Kettering, England.

CHARLES GUNNING, assistant news editor of CBC at Winnipeg, has been transferred to the CBC central newsroom at Toronto. He is succeeded at Winnipeg by **LESLIE JACKSON**, recently out of the RCAF and formerly with CBC Winnipeg.

CKPC Brantford, Ont., officially inaugurates its new 1 kw Northern Electric transmitter Dec. 9, marking an increase in power from 100 w.

PRIVATE PLANE will be used by Phil Sutterfield, WKLX Lexington, Ky., sports announcer and assistant manager, to reach scenes of his play-by-play broadcasts of U. of Kentucky basketball games this winter. Plane was delivered in time so Mr. Sutterfield could use it for flight to Knoxville, Tenn., for Kentucky's last 1946 football game.

NBC to Broadcast Forum On International Affairs

NBC will cooperate with *Time* Magazine and the Council on World Affairs in sponsoring an international forum, "Report From the World," which will be held in Cleveland Jan. 9, 10 and 11.

The forum will center discussion on two questions: "What do other nations expect of America?" and "What is America going to do about it?" In addition to its exclusive network coverage of the event, NBC will present special programs on its *University of the Air* in which more than 25 persons of international prominence will participate.

CFBC on Air

CFBC St. John, N. B., new 5 kw station on 930 kc, began operations Nov. 21. Norm Botterill, formerly of CJOC Lethbridge, is manager.

960

Paul H. Raymer Company Nat'l Rep.

WNBC

International News Service

NBC THE NETWORK MOST PEOPLE LISTEN TO MOST

5000 Watts Day

WBRC

WBRC FIRST IN BIRMINGHAM SINCE 1925

5000 Watts Night

BIRMINGHAM, ALABAMA

PHILADELPHIA'S No. 1 *Independent*

SPORTS! MUSIC! NEWS!

10,000 Watts **WIBG**

REPRESENTED: Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

ALL WRAPPED! READY FOR DELIVERY!

YOUR YEAR-END ROUND-UP
OF HEADLINE NEWS FOR 1946

FREE TO ALL BMI LICENSED STATIONS

A COMPLETE HALF HOUR CONTINUITY

ACCORDING TO THE RECORD

(SPECIAL EDITION)

Eliminating the LAST HEADACHE of the OLD YEAR... One solid package of history-making headlines in capsule form, tailor-made into a fast-moving half hour story of 1946!

Hundreds of alert broadcasters are *Cashing In On BMI Continuities!* Saleable, distinctive and refreshing program ideas are provided throughout the year, without cost to all BMI-licensed stations.

LOVE LETTERS AND LOVE SONGS —
A complete series of 5-minute programs... Available five times per week for 52 weeks.

ACCORDING TO THE RECORD —
Timely facts about the unusual... A dynamic 5-minute show available seven times per week for a full year.

SPOTLIGHT ON A STAR —
A headline radio show... New and Unusual... Five minute programs, five times weekly.

Write to Russell Sanjek for your copies of these scripts.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

BMI

AGENCIES

SEYMOUR STEINHARDT, former Army lieutenant in charge of Information Section for South Pacific and with Armed Forces Radio Service, has been named radio director of Art-Copy Associates Adv., Newark, N. J.

DELBERT J. COOK, former account executive with McCann-Erickson Chicago and Minneapolis offices, has joined Young & Rubicam, Chicago, in same capacity. Prior to McCann-Erickson Mr. Cook was advertising and sales promotion manager for the middle western division of Great Atlantic and Pacific Tea Co.

MARION MacDONALD, formerly with Madamoiselle Magazine and prior to that with Maxon Inc., has joined the copy staff of Buchanan & Co., New York.

JULIAN CZUKOR, Buchanan & Co., speaking for **JOSEPH McPARLAND**, traffic department manager, last week addressed a meeting of the Advertising and Publicity Club of the City College School of Business Administration. Mr. Czukor spoke on "The Function of a Traffic Department in an Advertising Agency."

HOWARD W. CALKINS, vice president of Albert Frank-Guenther Law, New York, has been elected a director of the agency. Prior to joining firm in 1945 Mr. Calkins served as a lieutenant commander in the Navy and before that served seven years with the New York Times as reporter on financial staff.

JACK L. FISHER Jr. has joined the Davis Fisher Kayne Agency, Chicago, as radio director.

EDMUND ABBOT, vice president in charge of radio of Shaw-LeValley, Chicago, has been appointed account executive on Household Finance Corp., Chicago, in addition to his regular duties. Mr. Abbott has been with the agency since August.

SEVENTH BIRTHDAY party of St. Georges & Keyes, New York advertising agency, finds Victor van der Linde, radio director of agency, enjoying a laugh with Mutual's Elaine Wall, while Don Bryan, musical conductor of "Exploring the Unknown," produced by agency for Revere Copper & Brass, tries to get into the act.

CLARK RAMSAY, for six years studio advertising manager of Universal Pictures Corp., has resigned to become vice president of Monroe Greenthal Co. and will head agency's Los Angeles office. Mr. Ramsey will handle agency's West Coast operations including advertising of Universal-International Pictures and J. Arthur Rank Productions.

FRED M. JORDAN, executive vice president and West Coast manager of Buchanan & Co. headquartered in Los Angeles, is in New York for conferences with agency officials.

DAVID FENWICK, vice president of Dunn-Fenwick & Co., Los Angeles agency, is in New York for three weeks conferring with clients on 1947 advertising plans.

ALLEN M. WHITLOCK, former account executive at Marschalk & Pratt, New York, has joined Kastor, Farrell, Chesley & Clifford, New York, in same capacity.

MILTON M. ROCKMORE, after service with the Army and former head of his own advertising agency, Surety Adv., New York, has established a new agency, Rockmore Co., at 37 W. 57 St., New York.

WALTER GORMAN, recently a writer for picture studios in Hollywood, and prior to that director for many special public service shows for ABC, has been signed by the Kenyon & Eckhardt Agency, New York, to direct "Hollywood Story" sponsored by Kellogg Products, five weekly 11:30-45 a.m. on ABC, effective Dec. 30.

LLEWELLYN E. PICKETT, formerly with Maxon Inc., New York, has joined McCann-Erickson, New York, as account executive for Revlon Products.

JOHN J. LOUIS, partner of Needham, Louis & Brorby, Chicago, was the victim of a bandit last Monday afternoon when his Evanston home was looted of almost $10,000 worth of valuables. Both Mr. and Mrs. Louis were out at the time of the robbery.

THOMAS ROY JONES, president of American Type Founders, Elizabeth, N. J., has been elected a director of Fred Rudge Adv., New York.

ELIZABETH TUCKER, formerly of copy department, BBDO, New York, has joined Compton Adv., New York, in same capacity.

SHAW ASSOC., New York, formerly at 171 Madison Ave., has moved to 112 E. 19 St., New York.

LOUIS H. BRENDEL, formerly in the vectograph division of the Polaroid Corp., Cambridge, Mass., has joined James Thomas Chirurg Adv., New York, as contact man.

GEORGE BENSON, formerly with the Byrne Industry Service Bureau as statistician, has joined the research department of Geyer, Cornell & Newell, New York, as statistician.

BURTON BROWNE, president of Burton Browne Adv., Chicago, and **E. W. STEPHENSON**, executive vice-president of that agency, were among principal speakers at first postwar convention of Motor and Equipment Wholesalers Assn. Dec. 6. Burton Brown Adv. is agency for the association.

ANNE WRIGHT, timebuyer with J. Walter Thompson Co., New York, is to be married Dec. 28 in New York to **ANDY ANDERSON**, member of the WNBC sales staff.

FRANK BANDY, Jr., after service with the Army, has joined the copy staff of The Caples Co., New York.

JIM BEALE, formerly in the copy department of J. Walter Thompson Co., New York, has joined BBDO New York in same capacity.

ART RIVERA, director of radio and television with Donovan & Thomas, New York, has been retained by the Jean Fields Agency, New York, as television consultant. Mr. Rivera will continue his Donovan & Thomas affiliation.

HARRY BINGHAM, assistant radio director for Dancer-Fitzgerald-Sample, Chicago, has resigned after 13 years with that agency to do freelance writing.

SYLVIA BROWN, formerly on the copy staff at Lawrence C. Gumbinner Adv., New York, has joined William H. Weintraub & Co., New York, in same capacity.

JOHN PEARCEY, formerly of H. N. Stovin & Co., station representative firm, and Harold F. Stanfield Ltd., Montreal advertising agency, has joined Ronalds Adv., Toronto, as account executive.

GLORIA GOLD, former account executive of Rubin H. Donneley & Sons, Chicago, has joined M. M. Young Adv., Los Angeles, in similar capacity.

JOHN BATES, radio director of J. M. Mathes Inc., New York, **BILL BROWN**, advertising director of Canada Dry Ginger Ale Inc., New York, and **TED OKIE**, agency Canada Dry account executive, have been in Hollywood conferring on CBS Meredith Willson "Sparkle Time Show."

RAY CORMIER, account executive of Allied Adv. Agencies, Los Angeles, has been elected first vice president of Los Angeles Junior Ad Club.

LEON BENSON has taken over as West Coast television and commercial films director of J. Walter Thompson Co., Los Angeles, during absence of **TED SMITH**, who is on three month sick leave.

TED SHERDEMAN takes over as Hollywood producer of CBS "Frank Sinatra Show" with switch to West Coast, thus relieving **MANN HOLINER**, vice president and radio director of Lennen & Mitchell Inc., who will devote most of time to operational duties.

ED BERLIANT OFFERS A NEW SERVICE FOR BROADCASTERS

TO ANYONE who is considering the building or renovating of a broadcasting station, Ed Berliant offers a new plan that will eliminate all construction headaches and at the same time provide more revenue by *getting the station on the air months sooner.* You just turn over to him all responsibility for getting the job done, at a moderate fee.

This Unique Service Includes:

1. Work with foremost consulting engineers
2. Preparation of application (except engineering)
3. Surveys of sites and listener potential
4. Complete construction of building
5. All equipment, including *scarce items,* at no extra cost
6. Help in selecting qualified personnel

Ed Berliant draws upon his long years of experience in radio in getting your station on the air. He knows that anybody can follow a blueprint. Ed Berliant not only draws the blueprints in the first place; he builds from them with all the knowledge that only experience can give, with equipment that only nationwide contacts can uncover. Thus you get a perfectly equipped station much sooner than you could otherwise expect, and can be on the air making money while your competitor is wondering how he will even begin construction. You are invited to write to Ed Berliant today.

For the Southeastern states, Ed Berliant offers a fast trouble-shooting service. Call VErnon 7003 in Atlanta any time of day.

ED BERLIANT

Chamber of Commerce Bldg., Atlanta 3, Georgia

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LICENSING

CARDINAL Co., Hollywood transcription producer and packager, has opened offices in Chicago and New York. New York offices are located at 521 Fifth Ave., telephone Murray Hill 2-4341. Chicago offices are at 333 N. Michigan Ave., telephone State 6540. **JOSEPH F. MacCAUGHTRY**, president and general manager, will supervise both offices.

GEORGE RIDDLE, former order service manager, Capitol Records, New York, has joined Bibletone Records, New York, as assistant to president in charge new talent.

COLUMBIA RECORDING Corp., New York, and Doubleday & Co., New York, are cooperating in joint promotion on the simultaneous December release of Maurice Evans' GI version of "Hamlet," six excerpts of which are included in his Columbia Masterworks Album and in Doubleday & Co.'s edition of the stage production. Window displays featuring record albums and books are being prepared for music and book stores throughout country.

FREDERIC W. ZIV Co., Cincinnati, has made special Christmas program transcriptions on its "Boston Blackie," "Calling All Girls," and "Lightning Jim" series. Also 20-second Christmas and New Year spots for "The Wayne King Show, "The Barry Wood Show," "Philo Vance" and "Easy Aces" have been transcribed. Cuts are personal greetings from stars of respective shows and have been shipped to each station for holiday use.

CRITERION RADIO FEATURES, Chicago, now has available first Tom Harmon All-American football team program, "Here Comes Harmon," with entire team appearing on show.

ALBERT D. STERN, who has resigned as vice president of Frederick Hart & Co. to form his own company in the recording field, guest of honor Dec. 5 at a dinner at the Princeton Club, New York, given by a group of friends and associates.

JIM BRIDGES, former writer-producer at WIBC Indianapolis, is now sales representative in Cincinnati area for Bloch-Joseph Radio Productions.

BEA CARPENTER has joined Jack Rourke Productions, Hollywood, as account executive.

REPORT BY *Langevin* . . .

PROGAR*

The PROGAR* is a fast acting *peak limiter* preceded by an *automatic gain control amplifier,* with variable time constants, which regulates the input to the limiter. The resulting action of this combination of amplifiers is a higher percentage of modulation than can be obtained with a limiter alone.

The increased modulation provided by the Langevin PROGAR can give your station the regulated flow of audio — the type of easy listening which makes for station popularity.

Designed to meet all FCC specifications for both AM and FM, the PROGAR has a maximum output level of +24 DBM with less than 1% Total RMS harmonic distortion over the range 50-15,000 cycles, up to 15 DB of limiter action; and a frequency response of ±1 DB from 30-15,000 cycles. Noise level is 65 DB below full output (+24 DBM).

Write for complete specifications Dept. B-1

*REG. U. S. PAT. OFF.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK, 37 W. 65 St., 23 · SAN FRANCISCO, 1050 Howard St., 3 · LOS ANGELES, 1000 N. Seward St., 38

TECHNICAL

ROBERT N. BLAIR has been named chief engineer of WGAT Utica, N. Y., new outlet.

JAMES R. (Jake) O'KELLY, NBC Hollywood engineer and formerly network senior master control supervisor in New York, because of ill health has resigned after 20 years of service. Mr. O'Kelly was one of the original NBC employes. He joined network from WEAF New York in 1926 at time of its formation.

JOE CONN, former technical director of WNBT New York, NBC video station, has joined Los Angeles Times as television engineer.

HENRY W. PARKER, currently cooperating with the U. S. Dept. of Commerce, Office of Technical Services, Technical Industrial Intelligence Division, in connection with study of electronic developments in Germany and Japan during the war, has been appointed technical adviser for Sylvania Electric Products, New York. Prior to joining the Sylvania staff he was associated with the radio tube industry at the General Electric Co., Schenectady. His new post has been created to stimulate review of industrial and scientific developments of interest to the central engineering labs and to propose new projects in research and development.

Mr. Parker

SCOTT RADIO Labs., Chicago, has announced adoption of new electronic dynamic noise suppressor developed by HERMON HOSMER SCOTT, head of Technology Instrument Corp., Waltham, Mass. Device is applicable to both radio-phonographs and radios.

AUGUSTUS J. EAVES, has been elected vice president of Finch Telecommunications of Passaic, N. J., manufacturer of facsimile broadcasting and receiving equipment.

Mr. Eaves

RCA's 200th electron microscope has been completed and formally delivered to Northwestern U. Instrument was turned over to DR. P. E. KLOPSTEG, director of research at the Technological Institute of Northwestern, by W. W. WATTS, vice president in charge of the RCA Engineering Products Dept., at a ceremony on the factory floor where workers had just made the final adjustments and check on the unit. The first commercial RCA electron microscope was started in 1940 and took one year to complete.

GORDON WALBERG, formerly of CKRC Winnipeg, has joined CKMO Vancouver, B. C., as studio operator.

GEORGE MILNE, ABC New York director of technical operations, is on West Coast conferring with network officials in Hollywood and San Francisco on FM and video plans.

SYLVANIA ELECTRIC PRODUCTS, New York, is exhibiting a push-button-operated cathode ray oscilloscope and microphone at the New York Museum of Science and Industry in New York, giving visitors an opportunity to see the pattern of their voice on the face of a five inch cathode ray tube. Exhibit is open to the public 10 a.m.-10 p.m. daily.

DR. BENNETT S. ELLEFSON, director of the Central Engineering Labs of Sylvania Electric Products, Bayside, N. Y., is now in Germany serving as a scientific consultant for the Technical Industrial Investigating Division of the U. S. Dept. of Commerce. He expects to return to the U. S. early in 1947.

Mr. Ellefson

CHARLES W. MENG and LOCKSLEY V. ADAMS Jr., both new to commercial radio, have joined engineering staff of WPIK Alexandria, Va. Mr. Meng was formerly with TWA as flight radio officer and flight radio instructor at TWA's international division training school. He also served as radio operator for Maritime Service. Mr. Adams has been with Foreign Broadcast Intelligence Service.

LEON A. WORTMAN, formerly of WHN New York, has joined engineering staff of WSYR Syracuse.

BOB GREVEMBERG, engineer of WWL New Orleans, is the father of a boy.

ALLIED ARTS

DON MacNAMARA, former program director of KFI Los Angeles and recently with Howard Hughes television interests, has joined Telefilm Corp., Hollywood, to produce video films.

MAL BOYD, former radio director of Republic Productions Hollywood, and prior to that producer of Foote, Cone & Belding, has been appointed to handle radio exploitation for the Seymour Nebenzal Productions film, "Heaven Only Knows." Mr. Boyd is setting up his organization as motion picture-radio coordinator, and will concentrate on independent film production units.

MARGARET ETTINGER & Co., public relations firm with offices in Hollywood and New York, is opening Paris branch. JOE MALLETT, who has been in charge of New York operations, will set up the Paris headquarters, commuting between that city and London.

LIONEL L. SURITZ has been named president of newly formed Majestic Brands Inc., firm which will handle distribution of Majestic radios and other products in New York area. He is former national sales manager of Majestic Records.

EDWARD LUTZ, Marine veteran and former instructor at Gallup Island Radio School, has joined the technical department of Northwest Radio Academy, Seattle, as engineering director. School has moved to larger quarters at present address, 906 E. John St.

EXECUTIVE RESEARCH Inc., New York management counsel in industrial and public relations, has opened Los Angeles office at 1151 S. Broadway with ROBERT D. SPEERS as western president. Telephone is Richmond 7-3202.

HELENA De BENITEZ, dean of home economics at Philippine Women's U., Manila, currently is visiting Hollywood conferring with Jennings Pierce, NBC Western Division director of station relations. Upon return to Manila Miss Benitez will establish radio workshop at university.

CAPITOL RECORDS, Hollywood, has abolished its advertising department headed by H. W. WOODMANSEE. Dunn-Fenwick & Co., Los Angeles, services space account of Capitol.

JOHN J. WILD, former assistant sales manager of the television equipment sales section of General Electric Corp., has joined the Potter Instrument Co., Flushing, N. Y., as sales manager.

RICHARD HOOPER, promotion manager of RCA Victor Division of RCA, spoke Dec. 11 before the television symposium for advertising agency executives sponsored by the Electrical Assn. of Chicago. His subject was "Television—Now and From Now On."

STANLEY A. GILLMAN, formerly with Gillman, Nicoll & Ruthman, New York, publishers' representative, and before that with the Navy, has joined Lester L. Wolff Assoc., New York, as media director.

CHARLES CALVERT, production and music director of KMPC Hollywood, has been named radio director of Pasadena (Calif.) Institute for Radio, local school.

S. A. DEMBNER, of Modern Merchandising Bureau, New York, has been promoted to account executive of the firm.

EDWIN B. DOOLEY of the Institute of Public Relations Dec. 17 will discuss "Corporate Public Relations" at the public relations course conducted at New York U. by ARNOLD COHAN, president of the Arnold Cohan Corp.

RCA VICTOR record distributors and dealers throughout the country have received kits showing record display and promotional material for the Christmas season, featuring a colorful display piece by W. L. Stensgaard & Assoc., Chicago.

NATALIE FLATOW, WCBS New York, has joined National Girl Scout public relations staff, New York, as radio director succeeding INEZ KIMBALL, resigned.

Jack Kamsler Organizes His Own Firm in Chicago

JACK KAMSLER, formerly manager of Joseph Hershey McGillvra's Chicago office and more recently director of radio and publicity for Reynolds Pen, has formed a new corporation, Kamsler Corp. inc., to manufacture and distribute in-demand products on a mail order and direct distributor basis. Firm's offices, warehouse and packaging plant are in Chicago. Mr. Kamsler has assumed the title of president, and Ralph Ettlinger, prominent Chicago lawyer, has been named secretary-treasurer.

At present corporation is handling synthetic items, most important of which, according to Mr. Kamsler, is a new type washing powder. Other items to follow include synthetic lather shaving cream and shampoo.

A subsidiary division will handle hard-to-get household items, such as electric clocks and radios, and still another division will devote its time to time-saving devices for farm and home use, Mr. Kamsler says.

WORZ Affiliation Delayed

WORZ Orlando, Fla., effective Jan. 29 1947, will become an affiliate of NBC. Station had previously been scheduled to join NBC on Dec. 25, 1946, but construction delays have necessitated the change of affiliation date. WORZ will operate with 1000 w on 740 kc. Station is owned by Central Florida Broadcasting Co. General manager is Eugene D. Hill.

LISTENERS ARE MADE . . . NOT BORN!
CKNW's consistent promotion pulls listeners to CKNW
Over 14,000 lines paid space monthly.
DAILY IN THESE DAILIES • WEEKLY IN THESE WEEKLIES

The Vancouver Sun Vancouver News-Herald
THE BRITISH COLUMBIAN COLVER DAILY PROVINCE
NORTH SHORE PRESS The Ubyssey
Fraser Valley Record
WEST VANCOUVER NEWS SEMIAHMOO SUN
The Ladner Optimist POINT GREY News-Gazette
AGASSIZ-HARRISON
Highland Echo THE ADVANCE
BURNABY ADVERTISER THE GAZETTE
APLE RIDGE : PITT MEADOWS
Abbotsford Sumas and Matsqui News COQUITLAM HERALD
THE BRITISH COLUMB THE LANGLEY AD
WEEKLY EDITION LIONS GATE TIM
News-Courier THE ADVANCE
Surrey Leader NORSK NYTT
The B.C. FARMER North Shore Review
MARPOLE-RICHMOND REVIEW

CAR CARDS . . . DISPLAYS . . . SCHOOL TIE-INS TOO
No other Western Canadian station can prove such consistent promotion to build audience for
YOUR SALES MESSAGES
CKNW
NEW WESTMINSTER, B.C.

Everyone likes music
KSFO
SAN FRANCISCO
represented by
UNIVERSAL RADIO SALES
New York • Chicago • San Francisco
Los Angeles • Seattle

Well, whatta ya' know!

WE'VE BEEN ON THE AIR
FOUR MONTHS AND HERE'S
ONE FOR THE BOOKS!

WHHM made an air check and
Here's the results . . . . . .

WHHM

CARRIES MORE COMMERCIAL TIME SPONSORED LOCALLY THAN ALL FOUR OTHER MEMPHIS STATIONS COMBINED

Memphis merchants, like businessmen everywhere, count cost and results. They know WHHM delivers more listeners per dollar than any Memphis station.

★ THE MID-SOUTH'S ONLY 24 HOUR STATION

WHHM
MEMPHIS, TENNESSEE
Represented by Forjoe & Co.

SPONSORS

LARUS & BROS., Richmond, Va. (Edgeworth Tobacco), is starting a spot campaign on Jan. 1 for four cycles of six weeks each, in all major markets. Warwick & Legler, New York, is agency.

COLUMBIA CHEMICALS Co., makers of K-Neba car shampoo and Lullaby soap suds, and Consolidated Mercantile Co., distributor of Fortune cakes and bean sprouts, have appointed Cooper & Crowe Adv., Salt Lake City, to handle radio advertising in Utah, Idaho, Nevada and Wyoming.

CROFT BREWING Co., Boston, has appointed Henry A. Loudon Adv., Boston and New York, to handle advertising. Spot announcements and programs will be placed on New England stations in February.

INTERNATIONAL SAFETY RAZOR Corp., Bloomfield, N. J. (Speedway Razor blades), has appointed Badger & Browning & Hersey, New York, to handle advertising. Spot radio will be used after Jan. 1.

BRISTOL-MYERS Co., New York, has started "The Bristol-Myers Show Tele-Varieties" on the NBC television network, WNBT New York and WPTZ Philadelphia, Sun. 8:15-8:30 p.m., replacing "Geographically Speaking." Agency is Young & Rubicam, New York. Program advertises Trushay and Minit-Rub.

CHARM SLIDE FASTENER Corp., New York, has appointed Mike Goldgar Co., New York, to handle advertising campaign. Account is expected to use radio.

BORDEN Co., New York, has renewed for another 13 weeks its Friday evening video series, "I Love to Eat," on WNBT New York. Company on Dec. 15 was to present as a one-time experiment "Let's Celebrate," audience participation show on same station. This special program, which was to be the first to originate from NBC's new video studio 8-G in Radio City, was to use three image orthicon cameras, normally not used for studio programs. Use of these super-sensitive cameras—two at the back of the studio and one close up to the stage—was to lessen lighting requirements for the new studio, which has not yet been equipped with special lights or other television apparatus. Young & Rubicam, New York, is Borden agency.

VICTOR T. NORTON, executive in food industry for 20 years, has been named executive vice president of American Home Foods, a new office. He will assume duties Jan. 1. Mr. Norton was formerly assistant to president of Jewel Tea Co., vice president of Cudahy Packing Co., and merchandising consultant of Kenyon & Eckhardt, where he later became vice president and a director. During war he served on various food committes advisory to government.

Mr. Norton

F. G. JEWETT, former assistant manager of sales in Atlantic division of American Can Co., has been appointed manager of sales promotion with headquarters in New York.

THE OMEGA CHEMICAL Co., Jersey City has appointed Redfield-Johnstone, New York, to direct advertising of Omega oil. Radio will be used in several markets. Cecil & Presbrey will continue to handle the advertising for Omega Rub (ointment).

PHILCO Corp., of Canada, Toronto (receivers), on Dec. 18 will add to "Bing Crosby Show," CJRL and CKX, Wed. 10-10:30 p.m., and on Dec. 19, 10 western Canadian stations, Thurs. 10:30-11 p.m. Agency: Hutchins Adv. Co., Philadelphia.

MONOGRAM PICTURES Corp., Hollywood, has appointed Buchanan & Co., New York, to place advertising for Allied Artists, new subsidiary of the firm, which will handle all motion pictures costing more than $1,000,000.

Del MAR TURF AND SURF HOTEL, Del Mar, Calif., has appointed Bass-Luckoff, Hollywood, to handle national advertising. Radio will be used.

ENTERPRISE PRODUCTIONS, Hollywood, film production unit, has appointed McCann-Erickson, New York and Los Angeles, to handle national advertising, and earmarked a $2,000,000 budget for firm's first six motion pictures.

EDMANSON-BOCK CATERING Co., Chicago, has appointed Davis Fisher Kayne agency, that city, as advertising agency. Plans are being made for promotion of new frozen food line.

SI-EN-TIF-IK Products Co., Chicago, has expanded use of radio for the promotion of its automotive chemicals. "Si-en-tif-ik Motor Reconditioner" and "Si-en-ti-fik Fire Power." Program "So The Story Goes," started Dec. 15 on WISH Indianapolis. Davis Fisher Kayne Agency, Chicago, handles account.

MILLIONTH LETTER received by Mail Pouch Tobacco Co. "Fishing and Hunting Club of the Air" is examined by Jesse Bloch, chairman of board. Observers are (l to r): R. C. Woodruff, account executive, Walker and Downing, Pittsburgh; Thomas Bloch, president of Mail Pouch; W. J. Frankston, vice president. Show moves from ABC to Mutual Dec. 23 at 10 p.m. (EST).

General Foods Assianina Executives to New Posts

GENERAL FOODS Corp., New York, has given new assignments to three of its former division manufacturing managers, E. J. Grimmett, C. W. Cook and G. W. Rehor.

Mr. Grimmett has been appointed director of manufacturing and engineering of the firm. Mr. Cook has been named production manager for Maxwell House division of General Foods and will have production responsibilities for the Maxwell House coffee plants in Hoboken, Jacksonville, Houston and Los Angeles, as well as the Maxwell House tea plant in Brooklyn.

Mr. Rehor has been appointed production manager for the Associated Products division of General Foods.

CBS Jan. 4 starts "Cross Section—USA," weekly report of nation's thinking on economic problems.

NETWORK ACCOUNTS

New Business

SAFEWAY STORES, Oakland, Calif., Jan. 27 starts unnamed dramatic serial on 32 CBS western stations, Mon. through Fri. 3-3:15 p.m. Agency: Ruthrauff & Ryan, San Francisco.

B. T. BABBITT Inc., New York, Jan. 13 for 52 weeks starts "David Harum" on full CBS network, Mon. through Fri. 10:45-11 a.m. Agency: Duane Jones Co., N. Y.

PROCTER & GAMBLE, Cincinnati (Camay), Dec. 30 adds 46 NBC stations to "Pepper Young's Family" Mon. through Fri. 3:30-3:45 p.m., for total of 125 NBC stations. Agency: Pedlar & Ryan, N. Y.

Renewal Accounts

STANDARD BRANDS, New York, has renewed for 52 weeks three NBC programs: "One Man's Family" (Fleischmann's Yeast and Royal Desserts), Sun. 3:30-4 p.m.; "Edgar Bergen-Charlie McCarthy" (Chase & Sanborn coffee), Sun. 8-8:30 p.m.; and "The Fred Allen Show" (Tender Leaf Tea and Shefford Cheese), Sun. 8:30-9 p.m. Agency: J. Walter Thompson Co., N. Y.

LEVER BROS., Cambridge, Mass. (Rinso), has renewed for 52 weeks "Amos 'n' Andy" on NBC, Tues. 9-9:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest), has renewed for 52 weeks "Jack Haley-Eve Arden" on NBC, Thurs. 9:30-10 p.m. Agency: McKee & Albright, Philadelphia.

RICHFIELD OIL Corp., New York, Dec. 31 for 52 weeks renews Arthur Hale on MBS, Tues.-Thurs. 7:30-7:45 p.m.; discontinuing Sat. Hale program Dec. 28. Agency: Hixson-O'Donnell Adv., N. Y.

KRAFT FOODS Ltd., Montreal (cheese), renews Jan. 2 for one year "Kraft Music Hall" on 28 CBC Trans-Canada stations, Thurs. 9-9:30 p.m. Agency: J. Walter Thompson Co., Toronto.

MILES Labs., Toronto (Alka-Seltzer), Jan. 4 renews for one year "Saturday Night Round-up" on 26 CBC Dominion stations Sat. 9-9:30 p.m. Agency: Cockfield Brown & Co., Toronto.

PEPSODENT Co. of Canada, Toronto (toothpaste), Dec. 31 renews for one year Bob Hope on 27 CBC Dominion stations, Tues. 10-10:30 p.m. Agency, Ruthrauff & Ryan, Toronto.

COLGATE-PALMOLIVE-PEET Co., Jersey City, has renewed for 52 weeks "Colgate Sports Newsreel" on NBC Fri. 10:30-10:45 p.m. Agency: Sherman & Marquette, N. Y.

Network Changes

TUCKETT'S Ltd., Hamilton, Ont. (Buckingham cigarettes), Dec. 18 changes "Curtain Time" from 28 CBC Trans-Canada stations to 44 Dominion stations, Wed. 9:30-10 p.m. Agency: MacLaren Adv., Toronto.

CRESTA BLANCA WINE Co., New York, Dec. 25 switches "Hollywood Players" on CBS from Tues. 9:30-10 a.m. to Wed. 10:30-11 p.m. Agency: BBDO N. Y.

A Pacific Northwest Market of 649,000 Persons

... with the highest Per Capita Effective Income in the nation today, $2,688! This rich group cannot be reached through ordinary radio time buying. Reason: The Pacific Northwest is sliced up with towering mountain ranges which play hob with radio reception from "metropolitan" areas. The only effective way to reach this prosperous group is through their local community stations. *BMB figures show better than 76% average coverage of daytime radio families for all 15 stations!*

The Pacific Northwest's No. 1 Radio Market

OREGON-WASHINGTON radio group

OREGON		WASHINGTON	
KWIL (MDL) Albany	KORE (MDL) Eugene	KXRO (MDL) Aberdeen	KRKO (MDL) Everett
KAST (MDL) Astoria	KFLW (ABC) Klamath Falls	KVOS (ABC) Bellingham	KWLK (MDL) Longview
KBND (MDL) Bend	KRNR (MDL) Roseburg	KELA (MDL) Centralia	KGY (MDL) Olympia
KOOS (MDL) Coos Bay	KSLM (MDL) Salem	KPQ (ABC) Wenatchee	

MDL—Mutual Don Lee Affiliate
ABC—American Broadcasting Company Affiliate

Write or wire THE HOMER GRIFFITH CO., New York, Chicago, San Francisco, Hollywood

WHY FACSIMILE for FM broadcasters?

Because:

- When multiplexing is approved by F.C.C. it will provide an extra program channel, using the same frequency and the same transmitter as the sound channel.
- Pending approval of multiplexing it provides an extra program service between usual broadcast periods.
- It places in the hands of the radio audience permanently printed programs which will attract and retain their interest long after program time.
- It gives sponsors potential facilities for permanent, printed display advertising which will attract sales to an extent impossible with sound commercials.
- It provides facilities for an unusual, fascinating audience building program service of limitless promise.
- It will present almost unlimited opportunities in providing news, advertising and educational material of special interest to communities in the service area where there are no local daily newspapers.
- It provides new facilities for checking audience reaction by placing in listeners' hands coupons, printed forms, etc., ready to be mailed.
- It is a potential source of extra financial returns far out of proportion to the moderate investment involved.

FINCH TELECOMMUNICATIONS, INC.

Address all inquiries to Sales Office

10 EAST 40 STREET · NEW YORK 16, N. Y.

Makers of Facsimile Broadcast Transmitting Equipment, Facsimile Home Recorders, Faxograph Duplicating Machines, and Finch Rocket Antenna for all FM stations.

finch facsimile

DETROIT'S LEADING INDEPENDENT STATION

WJBK

MANY HAPPY RETURNS OF THE DAY, EVERY DAY ON WJBK!

Stanback
Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes
Hi-Speed Oil
G. Washington Coffee
Absorbine
Pet Milk
Bowman Gum
General Motors

★

STATION WJBK
Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in this area.

WJBK
JAMES F. HOPKINS, INC.

BILL WEBB, announcer for KOME Tulsa, Okla., has been named promotion manager of that station.

ROBERT McFADYEN, manager of the ratings section of NBC's research department, Dec. 3 became the father of a boy, James Roy.

SAM KAUFMAN, exploitation editor of NBC press department, and Mrs. Kaufman (Dorothy Darling, radio and stage actress), Dec. 6 became the parents of a girl.

OWEN ANDERSON, CBS Hollywood trade press contact, confined to home and hospital for three months because of a foot infection, has returned to his network duties.

WKRC Christmas Discs

NOVEL Christmas gift of WKRC Cincinnati to listeners is free recording of personalized holiday greetings to friends. Dec. 2-20 WKRC is making these small discs in lobbies of various downtown RKO theatres. Running about a minute, each greeting is introduced by a WKRC personality. Several thousands of the discs have been made, each bearing station identification. All costs are being sustained by station. RKO representatives have requested permission to use stunt in other areas.

FM Review

ADVERTISING clients of Ralph H. Jones Co., Cincinnati, were guests of agency and Crosley Broadcasting Corp. at meeting last week in Cincinnati when commercial and technical aspects of FM were explained following inauguration of Crosley's new FM station WLWA. First-hand story of FM and how it might be used commercially was presented with demonstrations and discussion.

WSOC Is Host

WIVES of amateur radio operators of North Carolina, South Carolina and Virginia were entertained Dec. 1 at WSOC Charlotte, N. C., while their husbands attended a regional "ham-fest." Jean Dunham, of WSOC, was hostess for occasion which included contests, movies and refreshments.

WCCO Mail Piece

WCCO Minneapolis has sent out brightly illustrated mail piece emphasizing spot announcements on "Say It With Music," recorded show aired Mon. through Fri. 10-10:30 a.m. Mail piece is in question and answer folded form giving full statistics of music show.

Personalities Featured

NEW promotion booklet of KMBC Kansas City includes on its mailing list all local advertisers and top national accounts and agencies. Dressed in bright orange cover, booklet presents station's top radio personalities beginning with Erle Smith, managing news editor and including: John Farmer and Bill Griffith also of the news department; June Martin and Caroline Ellis, womens programs; Sam Molen, director of sports; Phil Evans, director of farm service; Bob Riley, marketcaster.

SPARTANBURG FORUM
Citizens Are Heard in WSPA Civic Program

RENDERING a real public service to Spartanburg, S. C., WSPA is presenting the forum program *Spartanburg Speaks* for the second year. Jane Dalton, woman's editor of the station, who conducts the program, invites civic associations to sponsor the weekly forums, and each Thursday night, 8-8:30, the WSPA auditorium has a capacity audience for the program.

After the discussion at the forum table, the announcer takes a microphone through the audience. Listeners are also invited to phone in their questions. Subjects covered are: Are Our Children Our Only Delinquents?; What's Wrong With Spartanburg Traffic?; Young People's Town Meeting; City Planning; Education; Are We Living in a Democracy and Is Our Government Representative?, and other topics.

PROMOTION

Window Displays

SIBLEY, LINDSAY & CURR Co., Rochester, N. Y., department store which is sponsoring "The Christmas Adventures of Cloudchasers Betty and Bob" weekdays 6:15-6:30 p.m. on WHAM Rochester, is boosting radio series through two animated window displays using program theme. Estimated traffic count at corner of Clinton and Main, store site, is 7,000,000 persons weekly. Special preview of radio series and Christmas promotion was presented for Sibley employes in November.

CBS Invitations

COPIES of an invitation to listen to CBS new program, "Time for Reason About Reason," have been sent out by the network's promotion department to 2700 of the country's businessmen, educators and others. The promotion piece, reading like an invitation to a social affair, said "The Columbia Broadcasting System invites you to listen to a new and significant series of broadcasts."

CKPC Review

CKPC Brantford, Ont., has issued an eight page folder in connection with station's increase in power from 100 w to 1 kw Dec. 9. Folder gives history of station from its start by radio amateurs in 1923 to date, gives data of population in communities in its primary area, list of national advertisers and staff.

Picture Layout

FULL PAGE photo spread appeared in the Hornell, N. Y. Evening Tribune of Dec. 3 to introduce WWHG, new FM station under construction there. Members of staff, construction work and typical station scenes were featured. WWHG is owned by the W. H. Greenhow Co., publisher of paper.

Newspaper Column

DAILY column in question-answer format concerning radio now is carried by Rome (N. Y.) Daily Sentinel. Titled "WRUN Quiz," column is prepared by public relations department of WRUN Rome, new FM station. Thus far questions have dealt with plans of WRUN, program schedules, advantages of FM, AM-FM combination receivers etc.

Uses Plane Streamer

WBT Charlotte, N. C., boosted "Carolina Hayride" show with 100 foot airplane streamer flown at height of 500 feet above fans attending Shrine Bowl game in Charlotte Dec. 7. Airplane circled field for last hour of game with streamer proclaiming "WBT Carolina Hayride Tonight" and dropped 10,000 leaflets with details of show simultaneously with finish of game. Audience for "Hayride" show that night broke all previous records, according to WBT.

RCA at Furniture Show

RCA will demonstrate television in action as well as how its video sets at the January furniture market to be held Jan. 6-18 in Chicago's Furniture Mart. With Richard H. Hooper, promotion manager of the RCA Victor Division, in charge, RCA cameras will televise many of the 20,000 visitors expected to attend the market and also will pick up other scenes of activities.

Christmas Carol Books

BEN LUDY, general manager of WIBW Topeka and KCKN Kansas City, is distributing folders containing book of eight Christmas carols with color illustrations. Folder also provides reply card for ordering copies of "Christmas Carols" book. No "commercials" in behalf of the stations were contained in the presentation.

WTAG Radio Column

SERIES of weekly feature stories titled "Behind the Scenes" is being supplied by WTAG Worcester, Mass., for radio page of Worcester Sunday Telegram. Articles translate radio lingo into language of uninitiated and are designed to explain intricacies of preparation which must precede any broadcast.

Weather Forecast

POST CARDS giving long range weather forecasts are being mailed twice weekly to 125 DX-brand gasoline stations in southern Illinois by WJPF Herrin, Ill. Card refers listeners to "The D-X News" with Fred Reinhardt, aired Mon. through Sat. 7:30 p.m. for up to the minute weather report.

Merchandising Report

WLW Cincinnati has prepared report of its merchandising activities for January to July 1946 in form of large three color illustrated folder which gives summary of WLW's 156,246 merchandising contracts.

FM Described

NEW FM station WIBX-FM Utica, N. Y., last week issued a folder describing the advantages of FM broadcasting. It listed five reasons why FM is the best and gave a brief description of "FM, What is it?"

Christmas Stocking

MAIL PIECE in form of colorful Christmas stockings, "A Story With A Sock," is being distributed by KVAN Vancouver, Wash., emphasizing sale effectiveness of KVAN spot announcements.

INITIAL LIGHTING of huge new electric sign for KYW Philadelphia, scheduled for Nov. 25 to mark station's 25th anniversary, was scooped by the brownout by 15 minutes. Shown in front of replica of sign are (l to r): Walter Evans, vice president and general manager of Westinghouse Radio Stations Inc., Mayor Bernard Samuel of Philadelphia; Edmund Rogers, of Gray and Rogers, Philadelphia advertising agency; William Berry, advertising manager, Keystone Automobile Club, Philadelphia.

What do you mean by

First?

Do you mean "earliest" . . . or "of highest repute"

Whichever way you take it, CFRB is the *best* radio buy in Canada's richest market!

THE FIRST TWENTY YEARS:
Since 1926, this station has pioneered! Today, it *still* pioneers, spending more money, working towards an even more successful future. As one small example, CFRB has been broadcasting Frequency Modulation for six years. Because this station serves Ontario listeners best, it pays *you* best as an advertiser!

PUBLIC SERVICE:
In Ontario CFRB is first for entertainment, first for information, first for inspiration! It supports every community effort, reports all important news and rounds out its broadcast pattern with excellent public service programs. By consistently planning a balanced program schedule, CFRB has built up and holds a *loyal*, responsive audience!

SALES RESULTS:
This station is the unquestioned *first* as an advertising buy in Ontario. The proof is simple: take (1) widest coverage (2) largest share of popular programs (3) greatest listener loyalty . . . and you have the most *productive* station. An investment in a CFRB audience is a *solid* investment!

CFRB

PLANNING NOW FOR THE NEXT TWENTY YEARS!

The only
New Orleans Station
using all these means
to build Listenership
continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

Folks Turn first to-

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN
THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by
The Katz Agency, Inc.

PROGRAMS

WITH PERSONALITIES from all Washington stations participating, WOL that city presented a special variety program Dec. 13 8:30-9 p.m. from Glendale Sanitorium on behalf of the Tuberculosis Assn. Larry Frommer of WOL directed show. Jerry Strong of WINX and Lou Brott of WOL produced it. Featured were: Jimmy Gibbons, WMAL; Arch McDonald, WTOP; Jean Warner, WRC; Bill Brundige, WOL; Jerry Strong, WINX; Mike Hunnicut, WWDC. The Capital Transit Octette, Bob Goodman's Orchestra and Vocalist Carl Ravazza also were heard on the show.

Jewish Events

NEW WEEKLY series, "The Voice of Hias," has started on WWRL Woodside, N. Y., in cooperation with the Hebrew Sheltering and Immigrant Aid Society. Aired Fri. 10:05-10:15 a.m., program features leading New York rabbis discussing Jewish events of the week and news of Jewish immigration throughout the world. WWRL also has received a citation from Joseph M. Stack, commander-in-chief of the Veterans of Foreign Wars, for its services in behalf of that organization.

Airline Talent

NEW type cooperative program, "Women With Wings," has been started by WPIK Alexandria, Va., in which five of airlines using Washington National Airport furnish talent with station contributing time on sustaining basis. Show is aired Mon. through Fri. 10:15-10:30 a.m. and each day features a woman employe from one of lines: United, American, Eastern, Pan American and Capital. Each airline has specific day of week on which to present employes.

Includes Video Rights

NBC expands exclusive coverage of 1947 Rose Bowl game to include video as well as standard broadcast rights. Although no NBC television facilities exist on West Coast at present, network has obtained rights to film game exclusively for telecast performance. These will be shown via existing facilities in New York.

WPAG 'Schoolroom'

WPAG Ann Arbor, Mich., has started new quarter-hour program, "Schoolroom of the Air," designed to give youngsters a speaking acquaintance with behind-the-mike radio. Show runs five days a week and each grade in the county schools is responsible for planning and producing one program with the cooperation of superintendents and teachers. Corresponding grades listen in while their colleagues perform.

Youth Corps Program

SERIES of 13 dramatic programs featuring true stories of members of Junior Police and Citizens Corps, starts Dec. 17 on WWDC Washington, Tues. 8:15 p.m. Known as "Youth Speaks," series presents Officer Oliver A. Cowan, originator of JPCC, and Willis Conover of WWDC as narrators and is designed to reflect influence organization has had on each individual.

Choral Groups on WRVA

WRVA Richmond, Va., has begun new series of broadcasts, "Virginia Sings," aired Tues. 9:30 p.m. Show features choral, glee clubs and other vocal groups of churches, schools, colleges and organizations from all over Virginia. Christmas Eve broadcasts will present songs of Christmas season sung by St. Paul Boys Choir of Norfolk.

Review of Year

HIGHLIGHTING events in science, culture, international relations and national affairs of 1946, the CBS documentary unit on Dec. 31, 10-11 p.m., will present "Moments Make the Year." Broadcast will alternate dramatization and impersonation with the microphone appearance of real-life individual.

Cresta Blanca Switches

CRESTA BLANCA WINE Co., New York, Dec. 25 switches its "Hollywood Players" program on CBS, Tues. 9:30-10 p.m., to Wed. 10:30-11 p.m., period being vacated at that time by E. R. Squibb & Sons which is discontinuing the "Academy Award Theatre." Agency for Cresta Blanca is BBDO New York.

Students Present

WGGN New York (FM outlet) in conjunction with Fordham U. and New York U. Dec. 4 started series of twice-weekly live programs originating from the campus of the two colleges. Titled "College Hour," program is prepared and presented by students. Show is aired Wed. and Sat. 7-8 p.m.

WGBR School Series

ORIGINATING from studios in Goldsboro High School, WGBR Goldsboro, N. C., now presents two regular programs, "Slate Notes" and "Young America," written, produced and acted by high school students. Shows are in conjunction with radio education plan formulated between school and station.

Starlets in Dramas

TO PROVIDE experience for younger film players, Warner Bros. has worked tie-up with KFWB Hollywood, company station, whereby weekly half-hour dramatic program, "Star Makers Radio Theater," is being presented. New series started Dec. 10.

Grand Junction Forum

SERIES of Thursday night programs called "The Western Slope Forum" will begin late this month over KFXJ Grand Junction, Col. O. D. Williams is coordinator and moderator of program which intends to provide a means of encouraging community discussions on local problems and bring national problems to community level.

Collegiate Choral Series

WPTF Raleigh, N. C., has scheduled series of broadcasts by various collegiate choral groups, aired Fri. 10:45-11 p.m. Earlier broadcast from Duke U. was recorded and sent to NBC, resulting in Duke Chapel Choir being presented on NBC Dec. 7, 7:30 p.m.

IMN Weather Service

NEWSCASTS giving listeners a comprehensive daily weather service covering Utah, Idaho, Wyoming and Montana are being given several times daily by Intermountain Network in cooperation with U. S. Weather Bureau and Salt Lake Tribune-Telegram. Programs originate from KALL Salt Lake City newsroom and carry complete regional forecasts.

Freedom Dramas

NEW SERIES of weekly half-hour dramatizations, "Speak for Freedom," has been started by KALL Salt Lake City. Aired Thurs. 9 p.m., show is staff written and deals with freedom of speech, free enterprise and freedom of education. Series is sponsored by Structural Steel and Forge Co., Salt Lake City.

Radio Expose

SCRIPT using real names and incidents of the Ku Klux Klan was broadcast Dec. 4 on the WINX Washington "Bright Tomorrow" series. Titled "The Triple K," drama in a sense adapts to radio the technique of the newspaper expose. It was written by Sol Panitz, producer and director of series.

Social Review

INSIGHT of Washington, D. C. social life was begun Dec. 7 by WTOP Washington in a new quarter-hour program. Titled "Embassy Row," show features Georgette Ross Howard, lecturer, reporter and traveller, who presents intimate conversational piece on many social events which are part of the Capital scene.

Choir Period

SUNDAY half hour church choir program has been set up by WCNT Centralia, Ill., to give all religions a chance on the air. Weekly program is solely musical and is set up on sustaining basis. No sermons are allowed. WCNT is booked for these programs six weeks in advance.

Religious Series

SERIES of early morning religious programs has been started by WDRC Hartford, Conn. Program is aired daily and includes five-minute talk by minister followed by 10 minutes of hymns. Different minister conducts program each week.

Visits by WSYR

WEEKDAY visits are made by WSYR Syracuse to homes of listeners on new program series, "WSYR Goes Calling." Housewife and her neighbors are quizzed with gifts presented for correct answers. Program is aired 9:15-9:30 a.m.

Child Talent Series

NEW AMATEUR SHOW for children has been started on CBL Toronto titled "Microphone Moppets." A Saturday morning program, eight or nine boys and girls under 16 years appear on show to act, sing or dance.

Public Campaigns

FIVE-WEEKLY half-hour period has been set aside by WWSW Pittsburgh in late afternoon for furtherance of various welfare drives and other public interests. Studio orchestra furnishes music. Series runs till Christmas.

Lehigh

INVITES YOUR INQUIRIES

FOR AM, FM, and TELEVISION TOWERS

LEHIGH STRUCTURAL STEEL CO.

17 Battery Place New York 4, N. Y.

Plant at Allentown, Penna.

Offices In Principal Cities

WBNX

DAILY PROGRAMS IN

Italian
Polish
English
German
Jewish

5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

IN TELEVISION BROADCASTING . . .

The outstanding performance of Du Mont Television Broadcasting Equipment stems from 15 years of solid engineering and manufacturing "know how"; from building more television stations than any other company.

Du Mont dependability is built-in. Exclusive Du Mont-engineered features provide unprecedented video quality. Streamlined simplicity of design brings all controls together, makes all working parts easy to get at. These factors, plus rugged construction, assure trouble-free operation and low maintenance cost.

Permit us to tell you more. We will show you Du Mont equipment undergoing continuous testing in the world's largest and most complete television studios. Write or phone for literature, or appointment, *today*.

DUMONT *First with the Finest in Television*

Copyright 1946, Allen B. Du Mont Laboratories, Inc.

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.
DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • HOME OFFICES AND PLANTS, PASSAIC, NEW JERSEY

ACTIONS OF THE FCC

DECEMBER 6 to DECEMBER 12

Dec. 6 Decisions . . .

BY COMMISSION EN BANC

WHNC Henderson, N. C.—Granted renewal of license for period ending Nov. 1, 1949.

KXA Seattle, Wash.—Same.

WBAX Wilkes-Barre, Pa.—Granted renewal of license for period ending Aug. 1, 1949.

WCOU Lewiston, Me.—Same.

KVN Co., Benton Harbor, Mich.—Granted petition of WJIM Inc., Lansing, Mich., requesting that application of KVN Co. be designated for hearing. Commission ordered said application of KVN Co. designated for hearing and that WJIM Inc. WSBC and WEDC are made parties to this proceeding.

Jorama-Fer Radio Corp. and Caguas Radio Bcstg. Co., Caguas, P. R.—Designated for consolidated hearing application of Jorama-Fer Radio Corp. to operate on 1240 kc, 250 w, unlimited time, with application of Caguas Radio Bcstg. Co. 1230 kc, 250 w, unlimted time.

KXEL Waterloo, Iowa—Adopted decision and order denying petition for reconsideration, directed against action of presiding officer of the Motions Docket on Oct. 1, 1946, granting petition of Roy Hofheinz and W. N. Hooper, d/b as La. Bcstg. Co., New Orleans, to amend their application for CP so as to change frequency from 1580 to 1540 kc, with 50 kw power.

KXEL Waterloo, Iowa—Designated for hearing petition of Josh Higgins Bcstg. Co. for continuation of exclusive nighttime assignment of 1540 kc to station KXEL Waterloo.

Northeastern Indiana Bcstg. Co., Ft. Wayne, Ind.—Reconsidered application for new station, removed same from hearing docket and granted CP for new station to operate on 1380 kc, 5 kw, unlimited time, DA; engineering conditions.

Ft. Wayne Bcstg. Co., Ft. Wayne, Ind.—Granted petition for leave to amend its application so as to specify 1090 kc instead of 1030 kc; removed said application from hearing docket and granted amended CP for new station to operate on 1090 kc, 1 kw, daytime only, subject to condition that applicant will within 60 days, file application for modification of permit specifying transmitter site and antenna system meeting requirements of standards.

Woodward Bcstg. Co., Woodward, Okla.—Reconsidered action of Oct. 3 in designating application for hearing, and adopted order granting CP for new station on 1450 kc, 250 w, unlimited time.

Roy Hofheinz and W. N. Hooper, d/b as La. Bcstg. Co., New Orleans; Bayou Bcstg. Co., Baton Rouge, La.; Patroon Bcstg. Co., Albany, N. Y.; East West Bcstg., Ft. Worth Tex.; Western Waves, Seattle, Wash.—Designated for consolidated hearing application for new station at New Orleans to operate on 1540 kc, 50 kw, DA-1, full time, with applications of: Patroon Bcstg. Co., for new station in Albany, N. Y., to operate on 1540 kc, 10 kw, full time; Texoma Bcstg. Co., Durant, Okla., 1540 kc, 250 w, full time; East West Bcstg., Ft. Worth, 1540 kc, 250 w, full time; and Western Waves, Seattle, Wash., 1540 kc, 250 w, full time, DA; Bayou Bcstg. Co., 1540 kc, 100 w-250 w-LS, full time.

WATL Atlanta, Ga.—Reconsidered action of Nov. 21 in designating for hearing application, removed same from hearing docket and granted CP change present facilities of WATL from 1400 kc, 250 w, full time to 1380 kc, 5 kw, full time, DA-N, to install new transmitter location; engineering conditions.

The Fort Industry Co., Toledo, Ohio—Granted CP for new commercial television station; Channel (No. 13) 210-216 mc; visual power: 27.4 kw, aural 14.4 kw; antenna 524 feet.

The Conn. Television Co., Booth Hill, Conn.—Adopted order dismissing application for new commercial television station because of lack of prosecution.

Institutum Divi Thomae Foundation, Cincinnati, Ohio—Same.

KUOA Inc., Siloam Springs, Ark.—Authorized conditional FM grant for Class B station, subject to further review and approval of engineering details.

Golden Empire Bcstg. Co., Chico, Calif.—Same.

Everglades Bcstg. Co., Miami, Fla.—Same.

Independent Bcstg. Co., Des Moines, Iowa—Same.

Advertiser Press Inc., Flint, Mich.—Same except Class A station.

Stillwater Publishing Co., Stillwater, Okla.—Same as above.

Pacific Bcstg. Co., Los Angeles, Calif.—Granted petition requesting that application for Class B FM station be designated for hearing in consolidation with application of Hollywood Community Radio Group. Ordered that order heretofore issued consolidating hearing on The Hollywood Radio Group, et al applications, be set aside, and the Pacific Bcstg. Co. application be designated for consolidated hearing in Los Angeles on Dec. 16 with applications of Huntington Bcstg. Co., et al.

The following were authorized FM construction permits; conditions (Note: power given is effective radiated power; antenna height given is height above average terrain):

Mobile Daily Newspapers Inc., Mobile, Ala.—Class B; Channel 94.1 mc (No. 231); 51 kw; 285 feet.

WJNO Inc., W. Palm Beach, Fla.—Class B; Channel 99.1 mc (No. 256); 49 kw; 500 feet.

The Times Picayune Pub. Co., New Orleans—Class B; Channel 94.5 mc. (No. 233); 270 kw; 575 feet.

The Haverhill Gazette Co., Haverhill, Mass.—Class B; Channel 96.1 mc (No. 241); 20 kw; 350 feet.

Knight Radio Corp., Detroit—Class B; Channel 95.3 mc (No. 237); 20 kw; 500 feet.

Lear Inc., Grand Rapids, Mich.—Class B; Channel 94.3 mc (No. 232); 9.8 kw; 185 feet.

The Times Pub. Co., St. Cloud, Minn.—Class B; Channel 98.3 mc (No. 252); 50 kw; 425 feet.

Hudson Valley Bcstg. Co., Albany, N. Y.—Class B; Channel 94.1 mc (No. 231); 2.1 kw; 1130 feet.

Copper City Bcstg. Corp., Rome, N. Y.—Class A; Channel 104.3 mc (No. 282); 1 kw; —5 feet.

The Troy Record Co., Troy, N. Y.—Class B; Channel 92.5 mc (No. 223); 13 kw; 590 feet.*

Tri-City Bcstg. Co., Bellaire, Ohio—Class B; Channel 100.1 mc (No. 261); 20 kw; 500 feet.

The Crosley Bcstg. Corp., Cincinnati, Ohio—Class B; Channel 98.1 mc (No. 251); 11.5 kw; 610 feet.

L. B. Wilson Inc., Cincinnati—Class B; Channel 95.7 mc (No. 239); 31 kw; 430 feet.

The Fort Industry Co., Toledo, Ohio—Class B; Channel 98.5 mc (No. 253); 20 kw; 480 feet.

Central Willamette Bcstg. Co., Albany, Ore.—Class A; Channel 104.3 mc (No. 282); 710 w; 130 feet.*

Rogue Valley Bcstg. Co., Ashland, Ore.—Class A; Channel 105.1 mc (No. 286); 480 w; —1750 feet.

Lancaster Bcstg. Co., Lancaster, S. C.—Class B; Channel 101.5 mc (No. 268); 12.5 kw; 470 feet.

Mission Bcstg. Co., San Antonio, Tex.—Denied request that the Commission reconsider its action of Nov. 21 in designating its application for Class B station for hearing and grant same (Comr. Jett voting to grant).

ACTIONS ON MOTIONS

Following actions were taken by Commissioner Durr:

The Lewiston-Auburn Bcstg. Corp., Lewiston, Me.—Commission, on its own motion, removed application from hearing docket.

Robert Shuler, et al, Fresno, Calif.—Granted petition for waiver of rules and accepted petitioner's appearance in re: Docket 7829, 7830.

Somerset Bcstg. Co., Somerset, Ky.—Granted petition to dismiss without prejudice application for new station.

Southeastern Bcstg. Co., Somerset, Ky.—Granted petition insofar as it requests leave to amend its application so as to show additional stockholders, etc. Amendment was accepted, and Commission on its own motion removed application from hearing docket. Insofar as petition requests grant of application as amended, it is dismissed.

Century Bcstg. Corp., Johnstown, Pa.—Granted petition for leave to intervene in hearing on application of Eagle Printing Co. for new station in Butler Pa.

Joseph M. Ripley, Leesburg, Fla.—Granted petition to dismiss without prejudice his application for a new station.

Lake Bcstg. Co., Leesburg, Fla.—Commission on its own motion, removed from hearing docket application for new station.

Atlanta Bcstg. Co., Atlanta, Ga.—Granted petition for leave to amend application for new FM station so as to show weekly program analysis and tentative weekly program schedule.

Ojai Bcstg. Co., Ventura, Calif.—Granted petition for leave to amend application to show revised construction costs, etc. Amendment was accepted and application as amended removed from hearing docket.

Wabash Valley Bcstg. Corp., Terre Haute, Ind.—Granted petition for leave to intervene in hearing on application of KANS.

KAKE Bcstg. Co., Wichita, Kan.—Same.

KCLC Bcstg. Co., Wichita, Kan.—Same.

Wichita Beacon Bcstg. Co., Wichita, Kan.—Same.

Eastern Shore Bcstg. Co., Preston, Md.—Granted petition for leave to amend application so as to specify 1370 kc with 1 kw day only, instead of 960 kc 250 w day. Amendment was accepted and application as amended removed from hearing docket.

Huntington Bcstg. Co., Huntington Park, Calif.—Granted petition for leave to amend application so as to show change in status of applicant from an individual to corporation.

Grosse Pointe Bcstg. Corp., Grosse Pointe, Mich.—Granted petition for leave to amend application to show revised construction costs, etc.

Border Bcstg. Co., Nogales, Ariz.—Granted petition for leave to amend application so as to specify frequency requested as 1240 kc instead of 1340 kc, etc. Amendment was accepted and application removed from hearing docket.

Gene Burke Brophy, Nogales, Ariz.—Commission on its own motion removed from hearing docket application for new station.

Evansville on the Air, Evansville, Ind., and Radio Indianapolis Inc., Indianapolis—Granted joint petition for continuance of hearing on applications for assignment of license, presently scheduled for Dec. 9, to Dec. 19 at Indianapolis. (Action 12-5.)

ACTION IN DOCKET CASES
(Use of 550 kc)

The Commission announces adoption of decision and order severing from consolidated proceeding and granting following applications for use of 550 kc:

The Constitution Publishing Co., Atlanta—Granted CP new station to operate on 550 kc, 5 kw, DA-N, conditions.

WJIM Lansing, Mich., to change operating assignment from 1240 kc, 250 w, unlimited, to 550 kc, 1 kw, DA-1 conditions.

Montana Bcstg. and Television Co. for new station at Butte, to operate on 550 kc, 1 kw, DA-N, conditions.

Pulitzer Publishing Co. to change operating assignment of KSD St. Louis

(Continued on page 72)

Ohio's Third Market at less cost—affiliate of the American Network.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

**In lieu of previous details.*

IF

You've not returned your Questionnaire

. . . please send it back today. Additional changes should be air mailed as they occur so your listing in the 1947 YEARBOOK will be complete and accurate.

If your business fits one of the categories listed below, be sure *you* are listed in the YEARBOOK — the encyclopedia of broadcasting. Write for your questionnaire.

Are you a: new station, representative, program producer, sponsor, agency, FM station, TV station, talent agency, equipment mfgr.? Write for your questionnaire.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

NATIONAL PRESS BUILDING WASHINGTON 4, D. C.

WFMJ SELLS The Rich Mahoning Valley

FORCED-AIR COOLED

NEW V-H-F POWER TRIODE FOR 10-KW FM

TYPE GL-5518

RATINGS

Filament voltage	6.3 v
Filament current	250 amp
Grid-plate transconductance	12,000 mhos
Interelectrode capacitances:	
Grid-filament	28.5 mmfd
Grid-plate	20 mmfd
Plate-filament	0.55 mmfd
Frequency at max ratings	110 mc
Type of cooling	forced air
Plate ratings per tube, Class C power amplifier, grounded-grid circuit (key-down conditions without modulation):	
Max voltage	7,500 v
Max current	2 amp
Max input	12 kw
Max dissipation	4 kw
USEFUL POWER OUTPUT, typical operation (at 6,000 v and 1.3 amp)	6.4 kw

- **High power output—see ratings!—yet forced-air cooled for convenience of installation.**
- **Frequency up to 110 mc at max plate input.**
- **Ultra-modern in design and electrical characteristics.**
- **G-E Ring-Seal construction gives large terminal-contact areas.**
- **COMPACT and sturdy. Built to "take it" in hard station service.**

BROADCAST stations that prefer forced-air cooling, and builders of transmitters for this type service, both will welcome General Electric's Type GL-5518 triode—a NEW v-h-f tube with plenty of power, modern in every way, able to meet the exacting demands of FM with plus-marks for its performance.

A pair of GL-5518's, operating conservatively in a grounded-grid amplifier, will put out more than 12½ kw of power. *Usually the GL-5518 needs no neutralization in grounded-grid circuits;* but when required, a small amount of fixed neutralization suffices over a wide frequency band.

To these features should be added:

1. Extremely low lead inductance.
2. Minimum r-f losses due to silver-plating all external metal parts.
3. Topnotch electrical efficiency from generous ring-seal terminal-contact areas.

Let G-E tube engineers work with you to apply the GL-5518 to new equipment for the big FM broadcast market that favors air-cooling. Phone your nearby G-E office, or write *Electronics Department, General Electric Company, Schenectady 5, New York.*

GENERAL ELECTRIC

161-615-6850

FIRST AND GREATEST NAME IN ELECTRONICS

On the Spot?

Sales slipping? Build **demand** the low cost way. 181 New England cities and towns respond to WLAW sales messages.

50,000 WATTS SOON!!

Basic Station
American Broadcasting Co.

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

FCC Actions

(Continued from page 70)

on 550 kc from 1 kw 5 kw-LS, DA-N, to 5 kw, DA-N, conditions.

Sunshine Bcstg. Co. to change operating assignment of KTSA San Antonio on 550 kc from 1 kw, 5 kw-LS, DA-N, to 5 kw, DA-N, conditions.

Buffalo Bcstg. Corp. to change operating assignment of WGR Buffalo on 550 kc, from 1 kw, 5 kw-LS, DA-N, to 5 kw, DA-N, conditions.

Millard Eidson to change operating assignment of KCRS Midland, Tex. from 1230 kc, 250 w, unlimited, to 550 kc, 5 kw D, 1 kw N, DA-2.

The Cincinnati Times-Star Co. to change operating assignment of WKRC Cincinnati on 550 kc from 1 kw LS, DA-U, to 5 kw, DA-2, conditions.

WDEV Waterbury, Vt., to change operating assignment on 550 kc from 1 kw, daytime only, to 1 kw, DA-2, conditions.

Oregon State Agriculture College to change operating assignment of KOAC Corvallis on 550 kc from 1 kw, U, 5 kw-LS, DA, to 5 kw, DA-1.

At the same time Commission adopted order designating for hearing application of Bristol Bcstg. Co. to change operating assignment of WNBH New Bedford, Mass., from 1340 kc, 250 w, to 550 kc, 5 kw, U, DA-2, to be consolidated with hearing heretofore held on application of Atlantic Radio Corp. for new station at Boston, Mass. to operate on 550 kc, 1 kw, 5 kw-LS, DA-2. Said hearing to be held Jan. 20.

AM—950 kc

Commission announces final decision granting application of E. D. Rivers for CP to change operating assignment of WGOV Valdosta, Ga., from 1450 kc, 250 w, unlimited time, to 950 kc, 1 kw night, 5 kw day, and denying application of Valdosta Bcstg. Co. for new station at Valdosta seeking same facilities. (Com. Durr not participating.)

Commission announces adoption of order granting application of Peninsula Bcstg. Co. for CP to change operating assignment of WBOC Salisbury, Md., from 1230 kc, 250 w, unlimited time, to 960 kc, 1 kw, DA night. (Com. Durr not participating.)

Yearbook Listings

RECIPIENTS of questionnaires for the 1947 BROADCASTING Yearbook are reminded that production of the edition is in the final stages and that such forms should be returned immediately. Organizations connected with radio and its allied fields who have not yet received questionnaires and who feel that they should be included in the various directories, should immediately contact BROADCASTING or its field offices with the necessary information for listing.

Dec. 9 Applications . . .

Accepted for Filing:

AM—550 kc

KMVI Wailuku, Hawaii—Modification of CP which authorized new standard broadcast station, for extension of completion date.

AM—1470 kc

Silver City Crystal Co., Meriden, Conn.—CP for new standard broadcast station to be operated on 1470 kc, 500 w, DA, day and night use and unlimited hours of operation—AMENDED: to change power from 500 w to 1 kw, hours of operation from unlimited to daytime and antenna from directional to vertical.

AM—1450 kc

WTBO Cumberland, Md.—Voluntary assignment of license to The Times-News Broadcasting Co.

FM—96.7 mc

The Fort Industry Co., Lima, Ohio—CP for new community FM broadcast station to be operated on frequency to be assigned by FCC—AMENDED: to change class of station from "A" to "B"; frequency from "to be assigned" to channel 244, 96.7 mc, specify ERP as 20 kw.

AM—1360 kc

WMCK McKeesport, Pa.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter.

Modification of CP

WCYA York, Pa.—Modification of CP which authorized new FM broadcast station, to make changes in antenna system.

AM—1450 kc

WTBC Tuscaloosa, Ala.—Modification of CP which authorized a new standard broadcast station, to make changes in antenna, change type of transmitter and specify studio location.

Modification of CP

Valley Bcstg. Co., Lanett, Ala.—Modification of CP which authorized new FM broadcast station, to change type of station to Class B, ERP as 10.02 kw, antenna height above average terrain as 308 feet.

AM—880 kc

WRRZ Clinton, N. C.—Modification of CP which authorized new standard broadcast station, for approval of antenna, for approval of transmitter location and to specify studio location.

AM—990 kc

KTRM Inc., Beaumont, Tex.—CP for new standard station to be operated on 710 kc, 250 w and daytime only hours of operation—AMENDED: to change frequency from 710 to 990 kc.

FM—Unassigned

Joliet Bcstg. Co., Joliet, Ill.—CP for new (Class B) broadcast station to be operated on frequency to be assigned by FCC, ERP: 29 kw.

AM—930 kc

WTAD Quincy, Ill.—License to cover CP which authorized installation of new transmitter.

AM—1450 kc

KWPM West Plains, Mo.—Modification of CP which authorized new standard broadcast station, for approval of antenna, for approval of transmitter location and to specify studio location.

AM—1110 kc

KFAB Omaha, Neb.—Modification of CP which authorized installation of auxiliary transmitter, to be operated on 1110 kc, 5 kw power, employing DA for night use, for extension of completion date.

AM—1540 kc

Hollywood Community Radio Group, Los Angeles, Calif.—CP for a new standard broadcast station to be operated on 1530 kc, 5 kw and daytime only hours of operation—AMENDED: to change frequency from 1530 to 1540 kc, and transmitter location from site to be determined in the vicinity of Gardena, Calif., to a site to be determined in or near Los Angeles, Calif.

AM—1350 kc

Woodrow Miller, San Bernardino, Calif.—CP for a new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1240 kc to 1350 kc, power from 250 to 500 w, hours of operation from unlimited to daytime and make changes in transmitter and antenna system.

FM—Unassigned

KPFM Portland, Ore.—License to cover CP which authorized new FM broadcast station.

AM—1070 kc

Peninsular Bcstg. Corp., Coral Gables, Fla.—CP for a new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.—AMENDED: to change frequency from 1450 to 1070 kc, increase power from 250 w to 1 kw, change hours of operation from unlimited time to daytime, and change type of transmitter.

Applications Dismissed:

AM—690 kc

WSGN Birmingham, Ala.—CP to change frequency from 610 to 690 kc, increase power from 5 kw day and 1 kw night to 50 kw day and night, install new transmitter and new directional antenna for day and night use and change transmitter location—DISMISSED: conflict with 3.25(c).

Renewal Applications

Applications for renewal filed by KCRA Sacramento, Calif.; WFBG Altoona, Pa.; WFHR Wisconsin Rapids, Wis.; KFYO Lubbock, Tex.; WGTM Wilson, N. C.; WJOI Florence, Ala.; WLNH Laconia, N. H.; WTEL, Philadelphia, Pa.

Applications Tendered for Filing:

AM—840 kc

Palladium-Times, Scriba, N. Y.—CP for a new standard broadcast station to be operated on 840 kc, power of 1 kw and daytime hours of operation.

AM—1400 kc

Smoky Mountain Broadcasters Inc., Waynesville, N. C.—CP for new standard station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—1000 kc

Charles L. South, H. H. Jackson, Alton Stewart and Ross Bohannon, Coleman, Tex.—CP for a new standard station to be operated on 1000 kw, 250 w and daytime hours of operation.

AM—1030 kc

KWBU Corpus Christi, Tex.—Request for extension of special service authorization on 1030 kc, 50 kw, hours of operation from sunrise at Boston to sunset at Corpus Christi, Tex., for period of 6 months.

AM—1450 kc

KNET Palestine, Tex.—CP to increase power from 100 to 250 w, install new transmitter and make changes in antenna system.

AM—1500 kc

Denison Broadcast Corp., Sherman, Tex.—CP for a new standard station to be operated on 1500 kc, 250 w and daytime hours of operation.

(Continued on page 74)

THE Tex Ritter SHOW
...PRODUCED IN HOLLYWOOD

A Record for a Record Show..

ON FIRST SOLICITATION THESE SPONSORS CAME FORWARD:

LaFee Tire Co., KALL, Salt Lake City
Dr. Roy Mellor, KEVR, Seattle
Participating Spot Announcements, KGA, Spokane
Texas Electric Co., KFJZ, Fort Worth
Barnes Dept. Store, KCHS, Hot Springs, N. M.
Hackett & Whiting Pontiac Dealers, KVOA, Tuscon

★

It's Original . . . It's Elastic . . . It's Inexpensive!

Personalized Opening and Closing for the Sponsor by

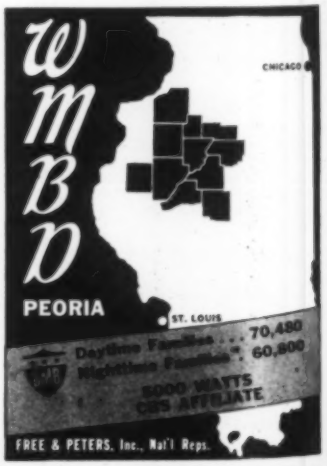
TEX RITTER!

★

WRITE OR WIRE

The TEX RITTER SHOW, 1446 Morningside Court
Hollywood 28, California
OR
STEELE ADVERTISING AGENCY, Inc.
Suite 1032 M & M Bldg.—Houston 2, Texas

REPRESENTATIVES FOR: TEXAS, OKLAHOMA, ARKANSAS, LOUISIANA, MISSISSIPPI



FM for the Best in Broadcasting

Collins for the Best in FM

Collins Type 731A
250 watt FM transmitter

In FM, Collins gives you: advanced engineering, efficient operation, simplified design, Phasitron modulation, maximum accessibility, personnel protection, unit construction, flawless performance, dependability.

Collins FM utilizes the Phasitron modulation system. Direct crystal control of the carrier frequency eliminates complicated reference circuits, and permits the use of conventional quartz crystals, with simple temperature control. Only 6 multiplier tubes are employed to produce the transmitted frequency. FCC specifications are amply fulfilled in every detail. Unit construction facilitates increasing power at any time.

Years ago, Collins pioneered the use of vertical chassis construction for accessibility. Maintenance of Collins equipment is a simple task. All operating controls are easily reached from the front of the cabinet, while the transmitter is on the air. Electrical and mechanical interlocks provide maximum personnel protection when doors are opened.

The 731A, shown above, is one of a line of Collins FM transmitters which reflect many years of successful experience in the design and manufacture of outstanding broadcast station equipment. Tell us about your plans and ask for descriptive literature covering our FM transmitters and studio equipment. We can supply your entire needs from microphone to antenna.

FOR BROADCAST QUALITY, IT'S...

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.

458 South Spring Street, Los Angeles 13, California

KUSC Dedicated

FORMAL dedication ceremonies of KUSC, University of Southern California FM station (channel 219, 91.7 mc), were held Dec. 5. Speakers included Harry Witt, assistant general manager, CBS Western Division; Jennings Pierce, NBC Western Division director of public service; Rufus B. von Kleinsmid, USC chancellor; Capt. Allen G. Hancock, head of USC's Hancock Foundation, and Bruce Finely, assistant superintendent, Los Angeles city schools.

Power Increased

EMISORAS UNIDAS, Barranquilla, Colombia, will begin operating its new 10 kw transmitter early in January along with a 250 w FM transmitter, the station announced last week in a letter to Pan American Broadcasting Co., New York, representatives. The station is currently transmitting with 1000 w long wave and 2500 w shortwave. A change of 1190 kc to 730 kc which will further cover the Atlantic Coast region of Colombia, was also announced.

FCC Actions

(Continued from page 72)

AM—1600 kc

The Gazette Co., Cedar Rapids, Iowa—Modification of CP for approval of directional antenna system and transmitter location.

AM—1000 kc

Capital Bcstg. Co., Lincoln, Neb.—CP for new standard station to be operated on 1000 kc, 10 kw and daytime hours of operation.

AM—1380 kc

Albert Alvin Almada, Sacramento, Calif.—CP for a new standard station to be operated on 1380 kc, 1 kw, unlimited hours of operation, DA night.

Dec. 10 Decisions . . .

BY THE COMMISSION

Washita Valley Bcstg. Corp., Chickasha, Okla.—Commission ordered that its orders of August 1 and November 7, 1946, denying petitions of WQXR and KMPC for rehearing and reconsideration of the Commission's action granting a CP and modification thereof to Washita Valley Bcstg. Corp., be vacated; and upon reconsideration of said actions, the CP granted on March 7 for a new station to operate on 1560 kc, 250 w, unlimited time at Chickasha, Okla., and modification of CP granted August 19, were set aside; and the said applications and application for license of Washita Valley Bcstg. Corp. granted insofar as they request authority for daytime operation only, on frequency 1560 kc, with 250 w; that said application of Washita Valley Bcstg. Corp. insofar as it requests authority for non-directional nighttime operation be designated for hearing.

WQXR New York City; Washita Valley Bcstg. Corp., et al—Adopted an order designating for hearing the applications of WQXR, Washita Valley Bcstg. Corp.; El Paso Bcstg. Co.; Lake Bcstg. Co., WAML, Kaw Bcstg. Inc., WTOL and KPMC; and ordered that the records of the proceedings heretofore held in the hearings on application of El Paso Bcstg. Co., Lake Bcstg. Co. Inc. and WAML be consolidated with and made a part of the hearing hereby ordered.

BY THE SECRETARY

WTBC Tuscaloosa, Ala.—Granted modification CP which authorized new station, to make changes in antenna, to change type of transmitter and to specify studio location.

WMCC Covington, Ga.—Granted license to cover CP for new station 1490 kc, 250 w, unlimited time; conditions.

KWHW Altus, Okla.—Granted modification CP which authorized new station, for approval of antenna, approval of transmitter location.

WGBB Freeport, N. Y.—Granted CP to install new vertical antenna (with FM antenna mounted on top) and ground system.

KOLO Reno, Nev.—Granted license to cover CP which authorized new station to operate on 920 kc, 1 kw, DA-N, unlimited time; conditions.

KOB-TV Albuquerque, N. M.—Granted modification CP for minor change in site, change in antenna system, change to Channel 4, 66-72 mc.

WBKB Chicago—Granted CP to change from Channel 2 to Channel 4, 66-72 mc, and change transmitter location and make changes in antenna system.

WDMG Douglas, Ga.—Granted modification CP which authorized new station, for approval of antenna, approval of transmitter location; conditions.

WAZF Yazoo City, Miss.—Granted modification CP which authorized new station, for approval of antenna, to change type of transmitter, and approval of transmitter and studio location.

WKSR Pulaski, Tenn.—Granted modification CP which authorized new station, for approval of antenna, to change type of transmitter, and for approval of transmitter location; conditions.

WIBV Belleville, Ill.—Granted modification CP which authorized new station, to change type of transmitter, for approval of transmitter and studio locations; conditions.

WJSW Logan Twp., Pa.—Granted modification CP which authorized new station, for approval of antenna and for approval of transmitter location; conditions.

WOAY Oak Hill, W. Va.—Granted modification CP which authorized new station, for approval of antenna and approval of transmitter and studio locations; conditions.

WWWB Jasper, Ala.—Granted license to cover CP which authorized new station to operate on 1240 kc, 250 w, unlimited time; conditions.

WTRC Elkhart, Ind.—Granted CP to install new transmitter, install new vertical antenna and mount FM antenna on top of AM tower.

WFRP Savannah, Ga.—Granted CP to install new type of transmitter.

KXLW Clayton, Mo.—Granted modification CP which authorized new station, for approval of antenna, to change type of transmitter, approval of transmitter location and to specify studio location; conditions.

WHMA Anniston, Ala.—Granted license to cover CP which authorized installation of a new vertical antenna and ground system and change transmitter location.

WRRF Washington, N. C.—Granted CP to install new transmitter.

WJJD Chicago—Granted modification of CP for extension of commencement and completion dates to 11-25-46 and 5-25-46 respectively.

WTAM Cleveland—Granted CP to install FM antenna on top of vertical antenna.

KOVC Valley City, N. D.—Granted license to cover CP which authorized installation of new antenna and ground system and change transmitter location.

WELD Columbus, Ohio—Granted CP to specify coverage of 13,118 sq. mi.; population as 1,042,962; install new transmitter and make changes in antenna system of FM station.

Dec. 10 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

Caguas Radio Bcstg. Inc., Caguas, P. R.—CP for new standard station to be operated on 1230 kc, 250 w and unlimited hours operation. (Contingent upon grant of American Colonial Bcstg. Corp. (WKVM).)

AM—1400 kc

WPBP Mayaguez, P. R.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1370 kc

The Eastern Shore Bcstg. Co., Preston, Md.—CP for new standard station on 960 kc, 500 w, directional antenna night and unlimited hours of operation—AMENDED: to change frequency from 960 to 1370 kc, power from 500 w to 1 kw, hours of operation from unlimited to daytime, change type transmitter and changes in vertical antenna.

AM—1090 kc

WBMS Boston, Mass.—License to cover CP which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

AM—990 kc

WBET Brockton, Mass.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—730 kc

WACE Chicopee, Mass.—License to cover CP which authorized new standard station and to specify studio location and authority to determine operat-

(Continued on page 76)

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA
R. C. A. COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

KLUGE ELECTRONICS
1031 N. ALVARADO • LOS ANGELES 26, CALIF

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

Transmitter Installation
Field & Antenna Measurements
BRADEN ENGINEERING CO.
5317 Kenmore Ave., Dayton 10, Ohio
Phone—Kenmore 6233

RADIO ENGINEERING CO.
Consultants
Installation • Allocation • Field. and Antenna Measurements
Norwood J. Patterson, Owner
1355 Market Street Room 1010
San Francisco 3, California
Phone: Market 8173

Complete Technical and Management Consulting Service
Immediate VHF and FM Field Measurement Service Available
Engineering Research Associates, Inc.
Washington Office: 1129 Vermont Ave., N.W.
Phone: Executive 4742
Laboratories: St. Paul 4, Minn. Phone: Nestor 9601

J. B. HATFIELD
CONSULTING RADIO ENGINEER
936 35th Ave. Prospect 7860
SEATTLE 22, WASHINGTON

PREISMAN & BISER
CONSULTING RADIO ENGINEERS
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C.—ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEER
TOLEDO 4, OHIO

ED BERLIANT
AM, FM Transmitter and Tower Installations. Field Measurements, Construction, Supervision, Business Services. Chamber of Commerce Bldg. Atlanta 3, Ga. VErnon 7003

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. NA 6485
Washington, D. C.

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 12,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

ONE OF THE REALLY BIG, RECOGNIZED TRANSCRIPTION COMPANIES, WITH A SALES ORGANIZATION FROM COAST TO COAST,

is looking for open-end, 15 or 30 minute programs that have been transcribed and are ready for sale. Royalty or outright purchase. Also interested in custom-built transcribed programs that may have been used regionally, but could be used for local sponsorship.

Write
Box 325, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
983 National Press Bldg. Di. 1205
Washington, D. C.

PAUL GODLEY CO.
Consulting Radio Engineers
UPPER MONTCLAIR, N. J.
LABS: GREAT NOTCH, N. J.
Phone: LITTLE FALLS 4-1000

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
International Building, Washington, D. C.
321 E. Gregory Boulevard, Kansas City, Mo.
Cross Roads of the World, Hollywood, Calif.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
Consulting Radio Engineers
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D.C.
Decatur 1234

CONSULTING RADIO ENGINEER
JOHN J. KEEL
EARLE BLDG., WASHINGTON, D. C.
NATIONAL 6513

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

MAY and BOND
CONSULTING RADIO ENGINEERS
★ ★ ★
1422 F St., N.W., Wash. 4, D. C.
Kellogg Bldg. • Republic 3984

HAROLD B. ROTHROCK
Consulting Radio Engineer
1909 Eye St., N.W. NAtional 0196
Washington 6, D. C.

GARO W. RAY
Consulting Radio Engineer
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465
Instruments and Measurements

LENT and POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

OUR 18TH YEAR
Herbert L. Wilson
Consulting Radio Engineers
1018 Vermont Ave., N.W. NA. 7161
Washington 5, D.C.
1000 No. Seward St. HO. 6321
Hollywood 38, Calif.

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING
RADIO ENGINEERS
1730 Connecticut Ave., N. W.
Washington, D. C. ADams 3711

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

CHAMBERS & GARRISON
Consulting Radio Engineers
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Columbia 8544

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. REpublic 1951
Washington, D. C.

Universal Research Laboratories
ROYAL V. HOWARD, Director
1 NOB HILL CIRCLE
Pine & Mason Streets
SAN FRANCISCO
DOUGLAS 5380
A Division of Universal Broadcasting Company
Radio Engineering Consultants

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

Colton & Foss, Inc.
Electronic Consultants
• *WASHINGTON, D. C.* •
927 15th Street NW, REpublic 3883

John Creutz
Consulting Radio Engineer
319 Bond Bldg. REpublic 2151
Washington, D. C.

Broadcast — Allocation & Field Service
GILLE BROS.
CONSULTING RADIO ENGINEERS
1108 Lillian Way Phone: GLadstone 6178
HOLLYWOOD 38, CALIF.

WILLIAM E. BENNS, JR.
Consulting
Radio Engineer
830 Gregg Street
Columbia, South Carolina
Phone 7342

H. V. Anderson
—AND ASSOCIATES—
• Consulting Radio Engineers
715 American Bank Bldg. Tel. RAymond 0111
New Orleans 12, Louisiana

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
1100 W. ABRAM STREET
ARLINGTON, TEXAS
PHONE—1218

F A M M
NATHAN WILLIAMS
Allocation & Field Engineering
Phone Blackhawk 22
20 Algoma Blvd.
Oshkosh, Wisc.

SINGLETON AND BARNARD
Consulting Radio Engineers
AF FM Television Marine
2438 S.W. 4th Ave.,
ATwater 4594
PORTLAND 1, OREGON

DeQuincy V. Sutton
Radio Business Consultant
2700 Conn. Ave. COlumbia 8105
Washington 8, D. C.

GRETHER RADIO ELECTRONICS CORP.
Julius L. Grether — William P. Grether
118 BROOKE AVENUE
NORFOLK 10, VIRGINIA
Phone Norfolk 26511—Nights 24408
CONSULTING RADIO ENGINEERS
AM INSTALLATION SPECIALISTS FM

GEORGE H. JASPERT
Radio Consultant
STATION OPERATION & MANAGEMENT
including appraisals, market studies, program policies.
Little Building Boston 16, Mass.
Hancock 4948

WATCH YOUR STEP IN PIGEON ROOST (Ky.)!

We've never been in Pigeon Roost (Ky.), though we can't imagine a better place to grow our dahlias. Doubtless it's a veritable garden spot, destined someday to have a vast and prosperous population. *Until* that day, however, we suggest you confine your wandering footstep to WAVE's Louisville Trading Area, which buys and sells more goods than all the rest of Kentucky combined. Lift up your eyes, and *look* — but *not* at Pigeon Roost!

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K. C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

NBC HAS A RICH NEW PRIMARY AREA IN California

KERO

RODMAN RADIO STATIONS
KFRE · KRFM *FRESNO*
KERO · *BAKERSFIELD*

FCC Actions

(Continued from page 74)

ing power by direct measurement of antenna power.

AM—1340 kc

WNHC New Haven, Conn.—License to use old main transmitter as auxiliary transmitter with power of 250 w.

TV—Change Date

Cowles Bcstg. Co., Wheaton, Md.—Modification of CP which authorized a new experimental television station, to change completion date—AMENDED: to change completion date.

FM—Unassigned

WAVE-FM Louisville, Ky.—Modification of CP which authorized new FM station, change effective rediated power to 279 kw and antenna height above average terrain to 840 feet, and change commencement and completion dates.

AM—1340 kc

WLEX Lexington, Ky.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—800 kc

WKYB Paducah, Ky.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

Southeastern Bcstg. Co. Inc., Somerset, Ky.—CP for new standard station to be operated on 1240 kc, power of 250 w and unlimited hours of operation—AMENDED: re stockholders.

AM—1500 kc

WABJ Adrian, Mich.—License to cover CP which authorized new standard station.

AM—680 kc

Grosse Pointe Bcstg. Corp., Grosse Pointe, Mich.—CP new standard station to be operated on 660 kc, 250 w and daytime only hours of operation—AMENDED: to change frequency from 660 to 680 kc.

AM—1340 kc

WDMJ Marquette, Mich.—License to cover CP which authorized installation of new transmitter.

FM—92.9 mc

KDKA-FM Pittsburgh, Pa.—CP to specify frequency as Channel 225, 92.9 mc, specify effective radiated power as 9.2 kw and specify height above average terrain as 668 feet.

AM—1490 kc

WSAP Portsmouth, Va.—Authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

Pocahontas Bcstg. Corp., Bluefield, W. Va.—CP for new standard station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1240 kc

WCHV Charlottesville, Va.—CP to install new transmitter.

AM—1240 kc

WTIP Charleston, W. Va.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WFUM Huntsville, Ala.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

WWWB Jasper, Ala.—Voluntary assignment of license to Bankhead Bcstg. Co. Inc.

AM—1400 kc

KFPW Fort Smith, Ark.—CP make changes in antenna and mount FM antenna on top of AM tower.

AM—1490 kc

WDAL Bradenton, Fla.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

Lake Worth Bcstg. Corp., Lake Worth, Fla.—CP for new standard station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—730 kc

Southern Bcstg. System Inc., Thomasville, Ga.—CP for new standard station to be operated on 730 kc, 1 kw and daytime hours of operation.

AM—1540 kc

Bayou Bcstg. Co., Baton Rouge, La.—CP for new standard station to be operated on 1540 kc, 100 w night and 250 w day and unlimited hours of operation—AMENDED: to change power from 100 w night and 250 w day to 250 w day and night.

AM—1490 kc

KCIL Houma, La.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WTOK Meridian, Miss.—License to cover CP as modified, which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

Bob McRaney Sr., West Point, Miss.—CP for new standard station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1400 kc

WGBR Goldsboro, N. C.—Authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WHKP Hendersonville, N. C.—License to cover CP as modified, which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—1350 kc

Duncan Bcstg. Co., Duncan, Okla.—CP for new standard station to be operated on 1350 kc, 100 w night and 250 w day and unlimited hours of operation.

AM—890 kc

Carolina Broadcasters, Anderson, S. C.—CP for new standard station to be operated on 890 kc, 1 kw and daytime only hours of operation.

AM—910 kc

WJHL Johnson City, Tenn.—License to cover CP which authorized increase in power and install new transmitter and for change studio location.

AM—1410 kc

WCOE Nashville, Tenn.—CP for new standard station to be operated on 1410 kc 5 kw DA day and night use and unlimited hours of operation.

AM—1540 kc

KGBC Galveston, Tex.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to change name of applicant from James W. Bradner Jr. to James W. Bradner Jr., tr/as The Galveston Bcstg. Co.

AM—1490 kc

Alexandria Bcstg. Corp., Alexandria, Minn.—CP for new standard station to be operated on 1490 kc, power of 250 w and unlimited hours of operation.

AM—1400 kc

KMHL Marshall, Minn.—License to cover CP as modified, which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

KROC Rochester, Minn.—Authority to determine operating power by direct measurement of antenna power.

Developmental License

W9XJN Riverside, Ill.—License to cover CP as modified, which authorized a new developmental broadcast station.

AM—1270 kc

WHBF Rock Island, Ill.—CP to make changes in directional antenna and mount FM antenna on top of AM tower.

AM—1170 kc

WLBH Mattoon, Ill.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—790 kc

Western Plains Bcstg. Co. Inc., Colby, Kan.—CP for new standard station to be operated on 790 kc, 5 kw and daytime only hours of operation.

AM—1340 kc

Border Bcstg. Co. Inc., Nogales, Ariz.—CP for new standard station to be operated on 1240 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1240 to 1340 kc, change transmitter and studio location.

AM—1540 kc

Huntington Bcstg. Co., Huntington Park, Calif.—CP for new standard station to be operated on 1540 kc, 5 kw and daytime only hours of operation—AMENDED: to change applicant from Leon Wyszatycki, tr/as Huntington Bcstg. Co. to Huntington Bcstg. Co.

AM—730 kc

Frank Andrews, Modesto, Calif.—CP for new standard station to be operated on power of 250 w, daytime only hours of operation—AMENDED: to specify frequency as 730 kc, change transmitter and studio locations.

AM—1590 kc

Ojai Bcstg. Co., Ventura, Calif.—CP for new standard station to be operated on 1590 kc, 1 kw and unlimited hours of operation—AMENDED: re voting power of stock and to install directional antenna for day and night use.

AM—1230 kc

Voice of Western Colorado Inc., Grand Junction, Col.—CP for new standard station to be operated on 1230 kc, 250 w and unlimited hours of operation.

AM—1340 kc

KGEM Boise, Idaho—Involuntary assignment of CP to Idaho Bcstg. and Television Co.

AM—1450 kc

KEIO Pocatello, Ida.—License to cover CP as modified, which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

AM—1290 kc

Community Bcstg. Service Co., Providence, R. I.—CP for new standard station to be operated on 1290 kc, 250 w and daytime only operations—AMENDED: to increase power from 250 w daytime to 500 w daytime and change re directors.

TV—Relay

W2XNG Area of New York, N. Y.—License to cover CP which authorized new experimental television relay broadcast station.

AM—1340 kc

Mound Bcstg. Corp., Newark, Ohio—CP for new standard station to be operated on 1340 kc, 250 w and unlimited hours of operation.

Resolved:

THE CANADIAN Government was urged in a resolution at the sixth annual convention of the Canadian Congress of Labor at Toronto to make all radio broadcasting a public utility "and thus do away with many obnoxious practices which have grown up under private ownership and which do not contribute to the best interests of the people." The congress felt that the CBC "is a medium of expression for, by and of the people" which should be supported by the trade union movement. Union spokesmen urged all labor unions to take full advantage of the CBC facilities for the advancement of trade union education as on labor forums, and to ask for more time on CBC networks to present labor's message.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

7 to 9 a.m., Buy The Shoppers Special

A series of 1-minute spots on WDRC's Shoppers Special will sell your product in the Greater Hartford Market. Product sampling in "Market Basket" included in announcement cost. Write Wm. Malo, WDRC, Hartford 4, Conn. Represented by Raymer.

CBS

Christmas Gift Order Form

Please send BROADCASTING for one year, including 1947 Yearbook Number to

Name
Address
City Zone State

Name
Address
City Zone State

Name
Address
City Zone State

Name
Address
City Zone State

Send Bill to:
Address
City Zone State

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

FIRST CLASS
Permit No. 1208-R
(Sec. 510. P.L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,

NATIONAL PRESS BLDG.,

WASHINGTON 4, D. C.

AM—1560 kc

Coshocton Bcstg. Co., Roscoe, Ohio—CP for new standard station to be operated on 1560 kc, 1 kw and daytime hours of operation.

AM—1490 kc

KXRJ Russellville, Ark.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—1150 kc

WJRD Tuscaloosa, Ala.—CP to change frequency from 1230 to 1150 kc, increase power from 250 w to 1 kw night and 5 kw day, install new transmitter and directional antenna for night use and change transmitter and studio locations.

AM—1450 kc

WGRH Fayetteville, Ark.—Modification of CP as modified, which authorized new standard station, to make changes in antenna and change type of transmitter.

AM—1540 kc

East-West Bcstg. Co., Fort Worth, Tex.—CP for new standard station to be operated on 1540 kc, 250 w and unlimited hours of operation—AMENDED: to increase power from 250 w to 10 kw; install directional antenna for day and night use; change type of transmitter and change name of applicant from East-West Bcstg. Co., a partnership composed of John C. Griffith, James H. Lawson Jr., James G. Ulmer, James G. Ulmer Jr., M. Ward Bailey and T. S. Christopher to the East-West Bcstg. Co.

AM—1340 kc

KVKM Monahans, Tex.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter and to change studio location.

AM—1490 kc

Enid Bcstg. Co., Enid, Okla.—CP for new standard station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—1020 kc

WCIL Carbondale, Ill.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

AM—1310 kc

Four States Broadcasters, Joplin, Mo.—CP for new standard station to be operated on 1310 kc, 1 kw night and 5 kw day, directional antenna for night use and unlimited hours of operation.—AMENDED: to install directional antenna for daytime use in addition to DA-N.

FM—Unassigned

The Cerritos Bcstg. Co., Long Beach, Calif.—CP for a new FM (Class A) broadcast station to be operated on frequency to be assigned by FCC ERP: 111 w.

AM—1020 kc

KFVD Los Angeles, Calif.—Modification of CP, as modified which authorized installation of new transmitter and antenna, increase in power, and change transmitter location for extension of completion date.

AM—1440 kc

Napa Bcstg. Co., Napa, Calif.—CP for new standard station to be operated on 1440 kc, 500 w, directional antenna for day and night use and unlimited hours of operation.

GOING 5000 WATTS

KTFI

TWIN FALLS · IDAHO

WEED & CO., *Representatives*

Applications for renewal of standard broadcast license filed: KCKN Kansas City, Kan.; WEBR Buffalo, N. Y.; WLAK Lakeland, Fla.; WLAV Grand Rapids, Mich.; WTRC Elkhart, Ind.; WWPG Palm Beach, Fla.

AM—1150 kc

Mosby's Inc., Great Falls, Mont.—CP for new standard station to be operated on 1150 kc, 5 kw and directional antenna night and unlimited hours of operation.

AM—1370 kc

Coast Broadcasters Inc., Tillamook, Ore.—CP for new standard station to be operated on 1370 kc, 1 kw directional antenna for day and night use and unlimited hours of operation.

AM—1240 kc

Weber County Service Co., Ogden, Utah—CP for new standard station to be operated on 1240 kc, 250 w and unlimited hours of operation.

Applications Tendered for Filing:

AM—1240 kc

Williamson Bcstg. Corp., Pikeville, Ky.—CP for new standard station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—740 kc

WPAQ Mount Airy, N. C.—Modification of CP for increase in power from 250 w to 1 kw and install new transmitter.

Applications for renewal of standard broadcast license filed: KCMJ Palm Springs, Calif.; KVIC N. of Victoria, Tex.; KVOL Lafayette, La.; WIZE Springfield, Ohio; WEMP Milwaukee, Wis.; WMFF Plattsburgh, N. Y.; WRHI Rock Hill, S. C.; WSAV Savannah, Ga.; WEGS (Relay) Muncie, Ind.

AM—1560 kc

R. W. Calvert, W. N. Furey and Ross Bohannon, d b as Hill County Bcstg. Co., Hillsboro, Tex.—CP for new standard station to be operated on 1560 kc, 250 w and daytime hours of operation.

AM—950 kc

Tri-State Bcstg. Co., Sioux Falls, S. D.—CP for new standard station to be operated on 950 kc, 5 kw, unlimited hours of operation and directional antenna for day and night use.

AM—1010 kc

Bartell Bcstg. Co., Madison, Wis.—CP for new standard station to be operated on 1010 kc, 1 kw and daytime hours of operation.

AM—830 kc

Beverly Hills Bcstg. Corp., Beverly Hills, Calif.—CP for new standard station to be operated on 830 kc, 5 kw, daytime hours of operation—sharing with WCCO, WNYC.

AM—1490 kc

Santa Cruz Bcstg. Co., Santa Cruz, Calif.—CP for new standard station to be operated on 1490 kc, 250 w and unlimited hours of operation.

Application Returned:

AM—1370 kc

American Pacific Radio Bcstg. Co., Redlands, Calif.—CP for new standard station to be operated on 1370 kc, 500 w and unlimited hours of operation. Request of applicant.

Dec. 12 Decisions . . .

Pinnacle Bcstg. Co., Middlesboro, Ky.—Proposed grant of CP for new station to operate on 1490 kc, 250 w, unlimited time, subject to condition that within 60 days from date of this action it will file with the Commission application for modification of CP specifying transmitter site and antenna system meeting requirements of Commission's standards. Simultaneously Commission proposed denial of application of Cumberland Gap Bcstg. Co. seeking same facilities.

The News and Observer Publishing Co., Raleigh, N. C.—Proposed grant of CP for new station to operate on 850 kc, 5 kw, unlimited time, subject to approval of antenna system and transmitter site by CAA and subject to condition that radiation in horizontal plane on bearing of 39.5 degrees true does not exceed 280 mv/m unattenuated.

Samuel R. Sague, Cleveland Heights, Ohio—Proposed grant of CP to operate on 1490 kc, 250 w, unlimited time, subject to condition applicant will within 60 days from date of action file an application for modification of permit with Commission specifying transmitter site and antenna system meeting requirements of Commission's Standards and waiver of Secs. 3.55(b) and 5.60 of Rules.

Citrus Belt Broadcasters Inc., Winter Haven, Fla.—Granted application for new station to operate on 1490 kc, 250 w, unlimited time, subject to condition that applicant will within 60 days from date of this action file with Commission application for modification of CP specifying transmitter site and antenna system meeting requirements of Standards; Secs. 3.55(b) and 3.60 of Rules waived. At same time application of Winter Haven Bcstg. was denied.

BY THE SECRETARY

Licenses for following remote pickup broadcast stations were renewed on a temporary basis pending hearings on the applications for renewal of their standard stations: WADA WEGW WEGX Charleston Bcstg. Co.; KAXY KEIF KEIG KEJR KEJS KOKO Bcstg. Co.; KEGN Don Lee Bcstg. System; KBTA KBTB Red River Bcstg. Co.; Inc.; WNWB Port Huron Bcstg. Co.

KADG Los Angeles, Calif.—Granted renewal of remote pickup broadcast station license, subject to changes in frequency assignment which may result from proceedings in Doc. 6651.

WAXL Area of Kinston, N. C.—Same.

W8XWI Area of Cincinnati, Ohio—Further extended upon temporary basis only license for Class II public address relay broadcast station, for period ending Dec. 1, 1947, pending determination upon application for renewal of license.

Licenses for following remote pickup broadcast stations were further extended upon temporary basis only, pending determination upon applications for renewal, for period ending Feb. 1, 1947: WAUT WAUY WEQG Evansville on the Air Inc.; WRDN Great Trails Bcstg. Corp.; WTNK WOAX Inc.; WODJ Adirondack Bcstg. Co. Inc.

Licenses for following remote pickup broadcast stations were further extended upon temporary basis only, pending determination upon applications for renewals, for period ending Jan. 1, 1947: KFGE, KFAA A. H. Belo Corp.; KEGH KEGI KNED, Carter Publications Inc.; KEGT Tarrant Bcstg. Co.

Dec. 12 Applications . . .

ACCEPTED FOR FILING

License—Remote Pickup

KFAS Area of Fairbanks, Alaska—License to cover CP which authorized new remote pickup station.

AM—940 kc

Citizens Bcstg. Co., North Adams, Mass.—CP for new standard station to be operated on 860 kc, 250 w and daytime only hours of operation—AMENDED: to change frequency from 860 to 940 kc.

FM—Unassigned

Harold Thomas, Springfield, Mass.—CP for new FM (Class B) station to be operated on frequency to be assigned by FCC; ERP: 3.0 kw.

WAGE Inc., Area of Syracuse, N. Y.—CP for new remote pickup station to be operated on frequencies 1622, 2058, 2150 and 2970 kc, power of 15 w and emission A3.

AM—1470 kc

WWOK Flint, Mich.—Modification of CP which authorized new standard station, to change type of transmitter.

FM—Unassigned

The Derrick Publishing Co., Oil City, Pa.—CP for new metropolitan FM station to be operated on frequency to be assigned by FCC—AMENDED: to specify ERP as 20 kw.

FM—94.9 mc

Asheville Citizen-Times Co. Inc., Asheville, N. C.—CP for new FM (Class B) station to be operated on channel 236, 94.9 mc, or as assigned by FCC, ERP: 6.4 kw and height above average terrain 761 feet.

FM—Unassigned

WSTP-FM Salisbury, N. C.—Modification of CP which authorized new FM station, to change type of transmitter.

AM—1030 kc

KWBU Corpus Christi, Tex.—Extension of special service authorization to operate on 1030 kc, 50 kw, using nondirectional antenna during the hours from local sunrise at Boston, to local sunset at Corpus Christi, Tex. for period not to exceed six months from 12-15-46.

AM—1340 kc

Pryor Dillard, Raymondville, Tex.—CP for new standard station to be operated on 1340 kc, 250 w and unlimited hours of operation.

TV—Modification of CP

WNTC Chicago, Ill.—Modification of CP which authorized new commercial television station, for extension of commencement and completion dates.

AM—1550 kc

Western Illinois Bcstg. Co., Jacksonville, Ill.—CP for new standard station to be operated on 1550 kc, 250 w and daytime only hours of operation.

AM—960 kc

WSBT South Bend, Ind.—CP to specify effective radiated power as 20 kw.

(Continued on page 78)

Hon. Dick Grahle
William Esty & Co.
New York City

Dear Dick:

I'll be a practicin' on my guitar all this week, gettin' ready for the "Christmas Basket" radio show WCHS is putting on for the benefit of the Salvation Army. We're clearing four hours of network time Saturday night for the greatest show in West Virginia . . . featuring everyone in these parts who can warble, whistle, chortle or chuckle. I reckon every radio in these parts will be tuned to 580 come Saturday night . . . 'course this wan't be nothin' unusual . . . folks down here expect AND GET "The Biggest Show in Town" from WCHS!

Yrs.
Algy

WCHS

Charleston, W. Va.

KRNT

That very highly Hooper-rated Sales-Results premeditated ABC affiliated Station in Des Moines

THE COWLES STATION in DES MOINES

Represented by

THE KATZ AGENCY

THAT CERTAIN SOMETHING

Wise time buyers know what we mean—that certain power of attraction that some stations have and others don't. Here as one of America's best producers in one of America's richest markets.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

HORACE N. STOVIN AND COMPANY

RADIO STATION REPRESENTATIVES

offices
MONTREAL • WINNIPEG
TORONTO

DOING A PEACH OF A JOB

KFXJ
GRAND JUNCTION
920 KC 1000 WATTS
MUTUAL

SERVING THE RICH FRUIT BELT OF WESTERN COLORADO

KXOK

ST. LOUIS 630 KC.
5000 Watts Full Time
American Broadcasting Co.
Represented by John BLAIR & CO.

FCC Actions

(Continued from page 77)

FM—Unassigned

Capital City Bcstg. Co., Des Moines, Iowa—CP for new FM (Class B) station to be operated on frequency to be assigned by FCC. ERP: 255 kw.

AM—1310 kc

Keokuk Bcstg. Co., Keokuk, Iowa—CP for new standard station to be operated on 1310 kc, 250 w and daytime only hours of operation.

FM—Unassigned

Robert Burdette, San Fernando, Calif.—CP for new FM (Class A) station to be operated on frequency to be assigned by FCC, ERP: 1 kw.

License—Remote Pickup

KCGI Area of Santa Barbara, Calif.—License to cover CP which authorized a new remote pickup station.

License—Remote Pickup

KCGJ Area of Santa Barbara, Calif.—License to cover CP which authorized new remote pickup station.

TV—180-186 mc

E. F. Peffer, Stockton, Calif.—CP for new commercial television station to be operated on frequency channel 3, 66-72 mc, ESR: to be determined—AMENDED: to change frequency from channel 3, 66-72 mc, to channel 8, 180-186 mc, change studio location, to specify transmitter location and to specify antenna.

Applications Dismissed:

AM—1490 kc

KBRO Bremerton, Wash.—Modification of CP which authorized new standard station, for extension of commencement and completion dates—DISMISSED (Unnecessary).

AM—890 kc

W.A.S.H. Bcstg. Co., Washington, D. C.—CP for new standard station to be operated on 890 kc, 5 kw and daytime only hours of operation—AMENDED: re officers and directors and to specify type transmitter—DISMISSED: request of attorney.

Applications for renewal of standard broadcast license filed by: KHMO Hannibal, Mo.; KMYR Denver, Col.; KRBA Lufkin, Tex.; KRJF Miles City, Mont.; KROS South Clinton, Iowa; KUIN Grants Pass, Ore.; KWFC Hot Springs, Ark.; WANL Laurel, Miss.; WFEB Sylacauga, Ala.; WGAA Cedartown, Ga.; WSAJ Grove City, Pa.; WSTV Steubenville, Ohio; WTSB Lumberton, N. C.; WJPR Greenville, Miss.

Applications Tendered for Filing:

AM—1070 kc

Southland Bcstg. Corp., North Miami Beach, Fla.—CP for new standard station to be operated on 1070 kc, 250 w and daytime only hours of operation.

AM—1400 kc

KPDR Alexandria, La.—CP to change frequency from 1490 kc to 1400 kc (request facilities of KSYL).

AM—Assignment of License

KTBS Shreveport, La.—Consent to assignment of license to Allen D. Morris, Prentiss E. Furlow, and George D. Wray Sr., a partnership d/b as Radio Station KTBS.

AM—1240 kc

KASA Elk City, Okla.—CP to increase power from 100 to 250 w and install new transmitter and make changes in antenna.

Safeway on 32 CBS

SAFEWAY STORES, Oakland, Calif., Jan. 27 starts sponsorship of a dramatic serial on 32 CBS stations in the Pacific, midwestern and mountain area, Mon. through Fri., 3-3:15 p.m. Agency is Ruthrauff & Ryan, San Francisco.

Signs ABC Symphony

JOHN HANCOCK Mutual Life Insurance Co., Boston, Jan. 21 starts sponsorship of the Boston Symphony Orchestra on ABC, Tues. 8:30-9:30 p.m. The symphony currently has been heard on ABC on a sustaining basis, Tues. 9:30-10:30 p.m. Agency is BBDO, New York.

TELEVISION WAS GIVEN a big boost during Miami's Golden Jubilee Exposition when WGBS Miami and the Allen B. Du Mont Labs., Passaic, N. J. cooperated to present an eight-hour daily demonstration for six days at Miami's Bayfront Park Auditorium. More than 150,000 persons saw the video demonstration. This picture was snapped during a *Breakfast in Hollywood* telecast, through arrangement with Tom Brenneman. Receivers were placed in nearby patio and in main Exposition Hall, as well as throughout auditorium.

FLORIDA TV SHOW

WGBS, Du Mont Demonstrate Video at Miami Exposition

MORE THAN 150,000 persons visited South Florida's first full-scale television demonstration, a joint project of WGBS Miami and Du Mont Laboratories, presented as a feature of Miami's Golden Jubilee exposition [BROADCASTING, Nov. 25]. The six-day demonstration in Miami's city auditorium ended a fortnight ago.

Eight hours of continuous entertainment were presented each day. Television receivers were placed in the main auditorium, in an adjoining outdoor patio and throughout the WGBS-Du Mont studios so that visitors to any part of the exposition could watch the video entertainment.

Among the features were fashion shows, a television queen contest, telecast of the Miami-Detroit football game from the Orange Bowl, an illustrated story hour for children, a sports review staged by WGBS Sportscaster Bob Lyle, a parade of bathing beauties, and demonstrations of products by WGBS advertisers.

In charge of the show for WGBS were Frank Jaffee and Nancy Kulp of the promotion department.

M. J. Bennett Stockholder In Sioux Falls Application

MYRON J. BENNETT, producer, director and conductor of the *MJB* show, is 9% stockholder and vice president of the Tri-States Broadcasting Co., which applied last week to the FCC for new station at Sioux Falls, S. D. Mr. Bennett has appeared with the *MJB* show on KRNT Des Moines, WCKY Cincinnati, and KWK St. Louis.

Other stockholders are: Don C. Douthit, secretary-treasurer, with a 35% interest, who is also stockholder in the Lake Hotels Co. and the Peacock Inn; and W. B. McKenzie, who holds 4%, and has interests in the Power City Radio Co. and the Welders Gas and Supply Co. Mr. McKenzie was, prior to 1928, one-half owner of KSOO Sioux Falls. Also holding stock in Tri-States Broadcasting Co. is Wayne A. Donahue who has 26% interest and owns theatres in Beresford and Canton, S. D.

STRATOVISION TESTS OF TV START IN 1947

STRATOVISION tests of television will start late next year, Ralph N. Harmon, Westinghouse Electric Corp., told the FCC color television hearing last week.

Asked about stratovision tests by Commissioner Jett, he explained that a B-29 bomber is being renovated to supplant the present craft. Stratovision tests have gone as high as 514 mc using pulse signals.

Mr. Harmon predicted designing and building of equipment will take considerable time. The 1947 tests will cover black-and-white television, he indicated. The 514 mc pulse tests show the band is satisfactory from a propagation standpoint, he said.

Scrooge Set Dec. 21

NOXZEMA CHEMICAL Co., Baltimore, Dec. 21 will present Lionel Barrymore, star of the firm's CBS *Mayor of the Town*, as Scrooge in Charles Dickens' *A Christmas Carol*, Sat. 8:30-8:55 p.m. Mr. Barrymore first broadcast the famed Christmas story in 1934 and with two exceptions has repeated it during the Yule Season each succeeding year. Agency for Noxzema is Sullivan, Stauffer, Colwell & Bayles, New York.

Square the Circle . . .

LISTENER • STATION • ADVERTISER • DEALER

with the SQUARE DEAL STATIONS
. . . for the BEST DEAL all around

WTRY
Albany, Troy, Schenectady
WSYR WELI
Syracuse H. C. WILDER New Haven
President

Correspondents Protest Court's Treatment in Letter to Vinson

RADIO Correspondents' Assn. last Wednesday took action to prevent recurrence of the treatment accorded radio correspondents during the recent John L. Lewis trial [Closed Circuit, Dec 9].

In a letter addressed to Chief Justice Fred M. Vinson, in his capacity as Presiding Officer of the Judicial Conference of Senior Circuit Judges, the Correspondents' Assn. requested that the courts recognize radio's "proper and responsible role on a basis of equality" with the press.

Rex Goad, Association president and Washington manager of Transradio Press, reviewed in the letter the circumstances which prompted the protest. He told of the confusion of authority in the court building, which resulted in "one or two" networks being allowed to set up broadcasting facilities only to have them removed later by order of the Federal court [BROADCASTING, Dec. 2].

Equal Consideration

"Please note," the letter said, "that the radio news activity of which we speak involves no invasion of the court chamber whatever, and calls for no more consideration by the court than that freely accorded the newspaper reporter. The one delivers his information to the public by voice; the other through the printed word."

The letter also stated that the correspondents are "aware that the individual judge has and must have widest discretion in adopting rules for a court hearing. We seek only the means of conveying to the courts a general understanding of the nature of the radio news job, its problems, and its eligibility for equality of coverage facilities."

The Association requested that the matter be brought before the Judicial Conference of Senior Circuit Judges at its next meeting, and that prior to that meeting, either Chief Justice Vinson or an official designated by him, receive a delegation from the Association to discuss the matter more specifically.

A copy of the letter to Justice Vinson, and a similar request for action was sent to Carl B. Rix, president of the American Bar Assn.

CHANGES MAY EASE CONSTRUCTION BAN

FORMATION of the Office of Temporary Controls, announced Thursday by President Truman, may lead to a partial easing of construction bans, opening the way for a gradual increase in new station building, according to Washington circles.

At a meeting Thursday afternoon of new heads of the OTC and its various departments with President Truman, the overall housing and construction situation was discussed. John R. Steelman, who was named "assistant to the President" earlier in the day, said among items discussed Thursday afternoon was the problem of making industrial building material increasingly available. The OTC group was to continue its meetings.

Grove Campaign

GROVE Labs., St. Louis, Dec. 1 started a spot announcement campaign through early March on approximately 40 stations. Duane Jones Co., New York, is agency.

Babbitt on CBS

B. T. BABBITT Inc., New York, beginning Jan. 13 for 52 weeks starts sponsorship of *David Harum* on the full CBS network, Mon. through Fri. 10:45-11 a.m. Agency is Duane Jones Co., New York.

Biscuit Firm Places

A MAJOR portion of the $600,000 advertising budget for 1947 set by Carr-Consolidated Biscuit Co. through its agency, Lynn-Fieldhouse, Wilkes-Barre, Pa., will be allocated to radio. Advertiser plans to sponsor two quarter-hour transcribed shows per week. Show is called *Carr Melody Bakers Show* featuring Johnny Desmond, with the Clark Sisters, Tony Mattola, "The Original" Cookie Carr and Announcer John Reed King. Radio advertising will be supported by all-year space in 75 newspapers, extensive billboard displays, food trade publication and by display pieces. The program will be heard on the following stations. WBZ WCAU WBT KMOX WBBM WBRE WBAX WGBI WARM WAZL WRAK WKOK WCRS WAIM WTMA WSPA WIS WFBC WRDW WIP WMBD WBZA WIND in addition to a station in Ashville, N. C., and one in Milwaukee, Wis.

3 Who Resigned at WFAA Now Managing Stations

THREE staff members of WFAA Dallas have resigned to become station managers and a fourth has obtained a construction permit for a station of his own within the past three months.

The former WFAA members now managing stations are: Karl Lambertz, KOAT Albuquerque; Ralph Maddox, KRIC Beaumont, Tex., and Thiel Sharpe, KORC Mineral Wells, Tex. Mr. Lambertz formerly was musical director at WFAA and Mr. Maddox was program supervisor.

At KRIC Mr. Maddox has employed two WFAA alumni, Louis Breault and George Utley, as program director and sales manager, respectively. At KORC Mr. Sharpe also has engaged two former WFAA staff members — Eddie Evans as program director and Vernon Mallory as chief engineer.

Jim Hill Speck of WFAA's engineering department has obtained a construction permit for a 250 w station at Fort Worth. John Wilson of WFAA production staff is scheduled to become program director of KIXL Dallas.

Lynne Smeby New Head of Washington Unit, IRE

LYNNE C. SMEBY, Washington consulting engineer, and George P. Adair, FCC chief engineer, last week were elected chairman and vice chairman respectively of the Washington section of the Institute of Radio Engineers. They moved up from vice chairman and secretary-treasurer. Thomas J. Carroll, radio wave propagation physicist of the Bureau of Standards, was elected secretary-treasurer.

Mr. Smeby, who also is an applicant for a new standard station in Toledo, succeeded Fred W. Albertson, partner in the law firm of Dow, Lohnes and Albertson, as chairman. It is the second time Mr. Smeby has served as a section chairman, having headed the Detroit section in 1939, while chief engineer of King-Trendle Broadcasting Corp.

P&G Adds 46

PROCTER & GAMBLE, Cincinnati (Camay soap), Dec. 30 increases its sponsorship of *Pepper Young's Family* 3:30-3:45 p.m. five times weekly from 79 NBC stations to 125 NBC stations. Agency is Pedlar & Ryan, New York.

Upcoming

Jan. 5-7: NAB Board of Directors, Mark Hopkins Hotel, San Francisco.
Jan. 8-10: NAB Area Meeting (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.
Jan. 10: FM Assn., Organization Business Meeting, 10 a.m., Hotel Statler, Washington.
Jan. 13-15: NAB Area Meeting, (District 14, part of District 16), Hotel Utah, Salt Lake City.
Jan. 14: Don Lee Stations (5) renewal hearings, Los Angeles.

MEASURE
YOUR ADVERTISING DOLLAR
ANY WAY YOU LIKE

AS UTAH'S POPULAR NBC STATION
IS YOUR BEST BUY
JOHN BLAIR & CO. – NATIONAL REPRESENTATIVES

CHNS
HALIFAX NOVA SCOTIA
THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES
ASK JOS. WEED & CO.
350 Madison Ave., New York
He Has the Reasons Why!

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

I spend $200,000,000 every year, and WRRF is my buying guide*

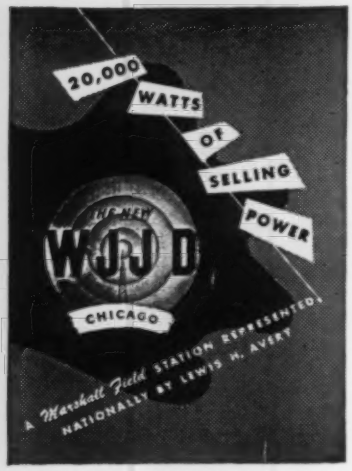
*1945 Retail Sales Volume in Eastern North Carolina was $200,000,000

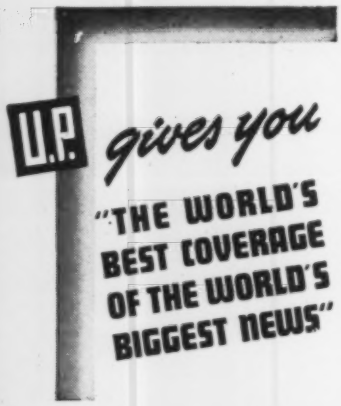
NOW 5000 WATTS!

In Eastern North Carolina, the territory covered by WRRF located in Washington, N. C., there are 76,194 radio homes distributed among the 600,000 population. For sales results in North Carolina use WRRF.

930 KC - 5000 Watts
WRRF
Washington, N. C.
ABC Network
Tar Heel Broadcasting System, Inc.
Natl. Representatives Forjoe & Co., New York, Chicago, Los Angeles

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.





☆in the general advertising press

Color Video

(*Continued from page 17*)

channels (27 as against 13 at present), with many more frequencies; permit at least two competing television stations in most metropolitan districts and more channels in a large number of districts; stronger audience appeal, attracting sufficient advertising revenue to provide the broadcaster with a reasonable hope of profit.

He explained that CBS proposed a "set of standards" rather than any specific type of equipment.

Will Provide Choice

Mr. Stanton said if the FCC authorizes commercial ultra-high color television at this time broadcasters will have the opportunity of deciding which kind of television they desire to enter. Otherwise they can only go into low-frequency black-and-white if they wish to enter television.

Commercial color television can be brought to the public within a year after authorization, he said, predicting that manufacturers would provide the receivers.

The time element is critical, he suggested, since the present public investment in television receivers is not large. He reminded that the FCC would lack its present freedom to act if, for example, a half-million black-and-white sets are sold within a year, representing a $200,000,000 investment.

Let the public decide, he concluded, whether it wants black-and-white or color. CBS has spent $2,000,000 on color, he said, and will stop experiments if its present application is not granted. Advertisers and agencies, he noted, are enthusiastic about color. He said CBS was primarily interested in broadcasting instead of a "patent pool," and would ask only nominal license fees for equipment it has developed.

Cross examined by William A. Roberts, Du Mont counsel, and Charles Detmar, RCA-NBC counsel, he said CBS would curtail its color work but continue its black-and-white station if the petition is denied; would place all emphasis behind color if it is granted. He believed television would supplant present standard broadcasting to some extent over the long haul and saw a shorter period of loss under color television than under black-and-white.

Color Video Ready

Answering Commissioner Jett, he said commercial color television can start almost immediately in New York; it can provide night football very shortly if not at once. Questioned by Commissioners Walker and Durr on patent aspects, he said CBS would charge a nominal license fee ranging from 25 cents on a $100 set to $1 on a $250 set. In his prepared statement Mr. Stanton said CBS had developed a set that will receive either color or black-and-white.

Adrian Murphy, CBS vice president, traced CBS color experiments since 1940. Three manufacturers now have CBS color licenses, he said—Westinghouse Electric Corp., Federal Telecommunications Labs., and Bendix Aviation Corp. CBS sequential color permits immediate use of existing coaxial cables for networking, he explained.

He felt the public would pay a price differential for color, or prefer a somewhat smaller color image to larger black-and-white. Programs have more appeal, he said, with high-quality service speeding nationwide competitive television. He predicted better reception, with freedom from ghosts and man-made static, less airplane flicker and high-quality sound reception.

Better Than Movies

Color television is better than color movies, Mr. Murphy continued, with definition approximating that of 16 mm. movie film. He believed greater sales effectiveness and diversity would draw more advertising revenue. He pointed to the chance for simplified production technique because pictures will be more interesting; noted that rapid obsolescence of receivers could be averted and opposed increase from 48 to 60-frame rate.

In cross examination he foresaw two color networks, or more black-and-white networks, or even more networks with some cities missed. He conceived 7-inch color sets outselling 10-inch black-and-white. Asked by Mr. Detmar if size is the only difference between $250 and $350 sets, he said he had seen nothing in the advertisements for these sets to indicate that the $250 set is inferior to the $350 model.

Donald Horton, manager of the CBS Television Audience Research Institute, testified as to number and distribution of television sets in New York. He reviewed results of surveys showing listener opinion of television signal quality and findings on set-owner attitude toward the color television idea. The color study, he said, indicated listeners would pay more for color television sets.

William B. Lodge, CBS director of general engineering, described field tests of propagation characteristics in the 480-920 mc band. He said the tests in his opinion proved conclusively the feasibility of rendering a satisfactory color television broadcast service in large urban areas.

He believed the CBS 700 mc measurements demonstrate the feasibility of permitting adjacent channel operation with 90-100 mileage separation for adjacent channels and 150-mile separation for same channel separations. He testified as to efficiency of various types of receiver antennas, drawing from the bench questions about the practical aspects of using these antennas in the average home. Mr. Lodge said simple antennas should cost not over $10. He told Commissioner Walker a plastic-covered antenna would avoid icing difficulties.

He offered exhibits showing the attenuation of terrain factors; effect of antenna height; higher transparency of frame as against brick structures; negligible effect of rain in the uhf television band; constancy of signal during various seasons and periods of the day; ghost effects of aircraft and how they are minimized by directional antennas; elimination of ghosts from multi-path transmission by slightly moving receiving antennas.

Tuesday Morning

Resuming Tuesday morning, Mr. Lodge explained a new system of measuring uhf station service, saying that present methods on frequencies below 30 mc are meaningless because signals vary within a few feet. A sampling method was used to determine actual coverage. A series of exhibits depicted operation of the method.

In general, he said, channels at

BARRISTER BARRAGE of questions emanated from this table at FCC video hearing. Left to right: C. F. Detmar Jr., Gustav B. Margraf, RCA-NBC counsel; William A. Roberts, Du Mont counsel; Thomas T. Goldsmith, Du Mont vice president in charge of engineering.

Fully Approved

"DOES your board action have the approval of the Television Broadcasters Assn. membership?" Julius Brauner, CBS general attorney, asked Jack R. Poppele, TBA president, at the FCC color video hearings after Mr. Poppele had voiced board objection to immediate color television. "The membership approved the board's actions at the last annual meeting," Mr. Poppele said, bringing down the house.

the lower and higher ends of the 480-920 mc band enjoy similar propagation characteristics. He declared W2XCS with 10 kw radiated power (1 kw input to 10-gain antenna) in the 480-920 mc band could deliver a satisfactory signal to 96.8% (13,525,000) of the population within 25 miles, to 92.9% (13,979,000) within 50 miles; an excellent signal to 92% (12,842,000) within 25 miles and 87% (13,096,000) within 50 miles.

He anticipated general use of uhf receiving antennas with pick-up efficiency equivalent to a field gain of 4 over a half-wave dipole at 490 mc.

He submitted exhibits indicating a recommended desired signal at least 20 times as strong as an undesired signal for same-channel operation, 10 times for adjacent channels. No interference was anticipated on alternate channels in the same city. Other exhibits showed proposed allocation of channels in metropolitan districts.

Mr. Lodge estimated capital cost of a uhf color television station will be higher than vhf black-and-white to this extent: master station, 15%, or $777,400 vs. $677,240; standard station, 17%, or $551,675 vs. $476,640; small station, 22%, or $369,150 vs. $302,390. These figures, he explained, are relatively small compared to cost of programming and operating a television station.

Goldmark Statement

Dr. Peter C. Goldmark, director of CBS engineering research and development and inventor of the CBS color system, began reading his 74-page statement during the morning. He reviewed CBS color experiments in the vhf band, and then the war-opened uhf band. He said the CBS color reproduction is as good as, or probably better, than color photography.

Explaining the operation of the simultaneous and sequential methods, he said the technique of the CBS system differs little from black-and-white. He described cameras, film channel studio equipment, continuous type color film scanner and other apparatus.

Asked by Mr. Plotkin about relative light requirements for color and black-and-white, he said color takes five times as much light. In the last quarter of a football game, if lighting became unusually bad, transmission could be shifted to black-and-white, he explained.

Dr. Goldmark described experiments with transmitting and receiving antennas. He said Bendix and General Electric are now making receivers for CBS color. He explained how his combination color and black-and-white receiver works, as well as the operation of dual band sets.

At slight cost, he suggested uhf receivers could have dual band sequential color receivers covering both the present vhf and the uhf bands. Extra cost would be less than that of a converter, he added. The converter can receive only the green component of simultaneous type color transmissions in black-and-white. Dual band receivers, he continued, can receive a low-frequency black-and-white image of normal quality and, more important, uhf color in full color.

Full Text

"WHAT'S that?" queried the stenographer at the FCC color television hearings as witnesses were being sworn en masse. "T. A. M. Craven," repeated the Cowles vice president, "T for Tom, A for Able, M for Mike, Craven." "At long last," said Chairman Charles R. Denny Jr., bringing down the house with his inference that the secret now was out. Actual nomenclature is Tunis Augustus McDonough Craven.

Dr. Goldmark reviewed results of color television and simulated system tests on the flicker problem and its effect on the viewer as the second day's proceedings closed.

Joseph Gerl, president of Sonora Radio & Television Corp., notified Chairman Denny he was unable to appear but asked that his letter opposing the CBS color plan be included in the record. He advocated electronic color as an orderly development, dovetailing with black-and-white to prevent obsolescence of sets.

Mr. Gerl said production of receivers with both bands would be costly and pointed to practical problems such as dual transmitters.

Wednesday Morning

Resuming Wednesday morning Dr. Goldmark placed emphasis on the contrast range of a television image as the important factor rather than maximum picture of brightness. He told the Commission this is the key point in the CBS case for uhf color television. Mere increase in light doesn't help without additional contrast, he said, proposing that the brightest portion of the picture should be 30 times as bright as the reflection from the viewing screen.

Color pictures require less brilliance, he continued. He described the three-dimensional effect of color, especially with use of a neutral filter which reduces brilliance but increases contrast.

He favored 48 color frames per second as against the RTPB suggestion that frames be increased to 60, which would require more expensive receivers, faster operation of color disc, wider band intermediate frequency and video amplifiers and faster scanning rates. Only advantage, he said, is to increase the ceiling for picture brightness without flicker.

Dr. Goldmark said CBS recommended a 525-line color picture as standard, with resolution approaching that of 16 mm. movies. He said it compares to 900-line black-and-white pictures in apparent resolution. He advocated a separate carrier for sound as against an original CBS recommendation of diplex (sound superimposed on the carrier signal), and said it is especially superior under weak signal conditions.

Demonstrations Assist

Chairman Denny explained at this point that the Commission's decision will turn on material in the formal record but that demonstrations to be witnessed this week by Commissioners and staff specialists will assist in reaching the decision.

In favoring the CBS sequential system in preference to the simultaneous system Dr. Goldmark divulged that CBS is working on a fully electronic single tube method which he said has none of the disadvantages he finds in the three tube simultaneous system.

Among the disadvantages of the simultaneous method, which he said will not mark the one-tube electronic or sequential systems, Dr. Goldmark listed the following: No practical direct-view receiver has been suggested, confining receivers to the "Cadillac" class; receiver difficulties in registration and color fidelity; live pickup difficulties involving registration over entire scanning areas, nonuniform shading and sensitivity over three mosaics; cross talk and unequal propagation in transmission; networking problems such as requirement of three cables, and need for equality of gains, phase characteristics and interference levels and their phases. He said three-channel system wastes frequency space, requiring 18 mc band width.

Dr. Goldmark said color television networks can be achieved by coaxial cable or relay links and described experiments with both. He said the cable is practical for sequential color but favored the relay link as more satisfactory.

After a noon conference among counsel Chairman Denny announced that cross-examination of Dr. Goldmark would be deferred until the end of this week or after the holidays to give engineers a chance to study his testimony.

David B. Smith, appearing as chairman of Panel 6, Radio Technical Planning Board and chairman of the Radio Manufacturers Assn. Television Systems Committee, presented an interim report on color television which was adopted by the panel after an FCC request for quick action on standards for use at the hearing. Mr. Smith, a member of the Philco Corp. engineering staff, was to testify later in the hearings on behalf of that company.

The RTPB report is to be circulated among RTPB members. Chairman Denny asked that the

(Continued on page 82)

NBC on 590 is a WOW for OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

ALL NORTHERN VERMONT
CHAMPLAIN VALLEY
BURLINGTON HAS THE ONLY
WCAX
STATION IN VERMONT
1000 WATTS • FULL TIME

KNOW
"Austin Gives You More Dollars Per Dialer . . .
KNOW Gives You More Dialers Per Dollar."
1st in AUSTIN, TEXAS
WEED & COMPANY
Representatives

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

audiodisc

Fine transcriptions are recorded on Audiodiscs
AUDIO DEVICES, INC., N. Y. C.

Excess Insurance Covering
LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

BEST SPOT to Sell "Spot Time"
Advertising Agencies control most spot business and ADVERTISING AGE has the largest A. B. C. agency circulation.
Advertising Age
The National Newspaper of Marketing
100 E. Ohio St. Chicago 11, Ill.

THERE'S PLENTY OF BUSINESS IN
DAYTON, OHIO
Get Your Share By Using...
WING The Dayton Station
WEED & CO. National Representatives

Color Video

(*Continued from page 81*)

membership report be made as speedily as possible. Adopted unanimously by the panel, the report included the following findings:

These steps are necessary in setting up television standards:

1—Set up basic engineering requirements for commercial color television which will not impose a ceiling at a later date.

2—Detailed standards capable of satisfying above requirements must be formulated.

3—Propagation information must be accumulated.

4—Status of equipment development must be reviewed in relation to system needs and proposed standards.

Three-color system is capable of adequate color reproduction.

Among recommendations for a sequential color television system (the group has not studied the simultaneous system) were flicker characteristics for 48 color frame system and 60 color frame system.

Findings of subcommittees included the following:

Subcommittee on Sound Modulation —Multiplexing of sound on picture carrier offers interesting theoretical possibilities but subcommittee feels separate carrier will perform better, with further studies to be carried out.

Subcommittee on Flicker—Flicker is a major factor in determining frame rate because the flicker threshold brightness increases as the frame rate is increased, with the frame rate imposing a ceiling upon maximum brightness of television picture. Several tentative conclusions offered but need for more study was recognized.

Subcommittee on Methods of Video Modulation—Favored vestigial sideband AM method but notes potential advantages in certain FM and pulse modulation methods.

Subcommittee on Resolution—No recommendation as to number of lines and bandwidths, since not within its province. Group felt color should not have less objective resolution than present commercial black-and-white.

Subcommittee on Basic Color Systems—Simultaneous and sequential systems require different fundamental standards, but use of additive or subtractive methods will not affect fundamental standards. Both systems probably have about the same ultimate possibilities with respect to color transmission and reception, not considering time or economic considerations. Sequential system suffers from color breakup and color fringing but this may be eliminated in future; these are not present in simultaneous system; both systems require same power for same coverage.

Present vhf receivers could not receive uhf sequential color, but with converter could get black-and-white picture. Future black-and-white receivers for both bands can be made to receive vhf black-and-white and uhf color but be more costly. Future universal receivers could be built. It would be easy to derive black-and-white signal in accordance with low frequency standards from simultaneous system but difficult to obtain similar signal from sequential system.

Mr. Smith introduced two exhibits covering minutes of meetings held Nov. 21 by Panel 6 of RTPB and by the Subcommittee on UHF Television Systems. The subcommittee meeting dealt with results of a questionnaire on color television. The results showed:

Three votes for sequential system as standard (CBS, Westinghouse and Zenith); 2 votes for simultaneous (SMPE, Crosley); 14 votes in favor of carrying on further work (Hazeltine, RCA 2, TBA, North Am. Philips, Philco, GE, Electronics, Telicon, Hughes Tool, Stromberg 2, Bendix, Farnsworth).

The questionnaire showed 13 votes for 60 color frame system, 4 for 48, 3 don't know in case sequential color were adopted, and 0 votes for 48, 15 for 60 frames and 3 don't know if simultaneous is adopted. As to resolution, 11 favored 525-line 4.5 mc channel, 5 favored 525-line 5 or 6 mc channel, 2 favored 700-line 10 mc 60-frame system.

The vote was unanimous for a three-color system. Two-to-one vote was cast for sesqui-sideband RA modulation as against sesqui-sideband TA modulation. Separate FM sound carrier plus receiver operated by Dome's method was favored by 10, separate FM sound carrier by 8, separate AM carrier by 6, diplexed pulsed sound modulation by 3.

A promotion recommending that no standards be established for color television until reasonable opportunity has been afforded for analysis, development and field testing of various promising systems was adopted by Panel 6 later in the day. The vote was: For further tests, 11 (RCA Victor, TBA, North Am. Philips, Philco, Du Mont, BTL, SMPE, Stromberg, Crosley, Farnsworth, NBC); against further tests, 3 (CBS, Westinghouse, Zenith); not voting, (General Electric, McGraw-Hill, Hazeltine, Bendix).

A second motion advocating further tests of compatability of simultaneous and present black-and-white systems was adopted 9 to 4.

SUPPORTING STAFF for FCC at television hearing consisted of (l to r): George P. Adair, FCC chief engineer; Curtis B. Plummer, assistant to chief engineer, television; Harry M. Plotkin, assistant general counsel; H. H. Goldin, chief, Economics Division.

Jack Poppele, vice president of WOR New York, was the next hearing witness. He appeared in his capacity as president of Television Broadcasters Assn., opposing allocation at this time of 480-920 mc for color television. He contended there is no industry agreement today. He hoped that when all color systems have been tested, engineers will agree and service can be integrated with present black-and-white. He was cross-examined briefly by Julius Brauner, CBS general attorney.

Thursday Morning

Opening the Thursday morning session Dr. Henry Walman, associate professor of mathematics at Massachusetts Institute of Technology and consultant to Continental Television Corp., discussed fidelity of various television band widths and the possibility of using still higher portions of the spectrum.

David B. Smith, Philco Corp. engineering vice president who had testified Wednesday on behalf of RTPB Panel 6, appeared as Philco witness. He expressed enthusiasm for color and predicted wide acceptance for it. However, he specified three essentials that must be met—ceiling must not be too low in terms of future development of the art; method adopted must be the best technically and economically; it must be sufficiently field tested. He agreed with the RTPB findings on which he had previously testified on behalf of RTPB.

The Goldmark data on flicker, he testified, are not adequate. He said closer viewing should be possible (4 times the picture height; CBS present pictures are not viewed closer than about 8 to 1). He said further brilliance is necessary in the picture, to be obtained by increasing the frame cycle from 48 to 60 a second as recommended in the RTPB report. He disagreed with Dr. Goldmark's statement that color contrast is decisive rather than mere brightness. He conceded that 60-cycle frame will use 20% more channel width and require a more costly receiver.

More study on resolution is necessary to obtain improved pictures, he said. As to color delineation he favored a compromise with CBS original color base and the network's later "low flicker" color which he said loses blue values.

Mr. Smith felt sound modulation standards of CBS are not up to present commercial standards, and termed diplexing inadequate. He urged further study and suggested intermodulation might be useful. He favored vestigial sideband video modulation.

He indicated preference for the RCA simultaneous type of color but felt it is too soon to judge the relative merits of the two methods. A reasonable majority of the manufacturers who make and sell equipment should be satisfied before standards are adopted for commercial color, he insisted, adding that field tests of the type needed to protect the public have not been conducted.

Jett Recalls History

Commissioner Jett recalled the history of black-and-white standards and tests, pointing to lack of knowledge on the 200 mc level when black-and-white go-ahead was given in 1941. In questioning Mr. Smith he brought out that color will be superior to black-and-white, and will be more ex-

pensive; and that color will supplement rather than supplant black-and-white.

Mr. Smith proposed that simultaneous color be field tested and then compared with sequential. He suggested the FCC should indicate its views on brilliance, resolution, color standards and sound transmission as soon as possible, expediting industry research on standards.

Cross-examination of Mr. Smith was postponed until Friday.

J. E. Brown, assistant vice president and chief engineer of Zenith Radio Corp., said his company had been conducting color research for years and had attained independently results similar to those reached by CBS. Equipment was built by Zenith and did not duplicate that of CBS, he said. He termed the sequential color pictures comparable in quality to the best still and movie color photography.

Mr. Brown predicted television can only become a "great national service" if broadcasters offer programs so good that the public will buy millions of receivers. He believes funds required will be beyond the means of American advertisers and that some other method of paying for television must be devised.

He advocated immediate standardization of color and said Zenith does not plan to make black-and-white receivers even if the FCC denies the color petition. He described present television as a temporary service and said receivers will become obsolete. He opposed use of adapters to bring uhf service in vhf sets.

On examination by Commissioner Jett he said Zenith had tested a dozen color sets, mostly in the factory. Commissioner Jett said it isn't a question of black-and-white versus color but a question if "we are ready today to go ahead on a commercial basis." He said the FCC is concerned about the amount of experience in use of the uhf band. He felt Zenith has had little experience outside the factory and knows little of the band's propagation characteristics. Mr. Brown, answering Mr. Plotkin, said Zenith had made no tests in the uhf band. On questioning by RCA and DuMont counsel, he said Zenith had done practically no color programming but had been on the air 16 or 20 hours with its color transmitter.

Thursday Afternoon

Ralph N. Harmon, manager of engineering department, Electronics Division, Westinghouse Electric Corp., opened the Thursday afternoon meeting. He recalled discussions with T. A. M. Craven, vice president of Cowles Broadcasting System, in 1945 on plans to operate a uhf color television station in Washington.

Westinghouse contracted to supply equipment, but had to develop some of the tubes and build studio equipment under CBS patents. Research in tubes is still going on, with expectation that a tube generating 5 kw all through the 480-920 band would be developed. Transmitter for Cowles is largely complete, Mr. Harmon said, and can be delivered next February. Directional antenna is being manufactured. It will have a gain of 17 over a half-wave doublet, he said.

If the CBS standards are approved, and demand is evident, Westinghouse can deliver equipment within 18 months, he said. Figures on equipment costs were introduced in evidence.

Mr. Harmon said Westinghouse favors the sequential system as offering a better signal per dollar in the home. He explained Westinghouse does not now plan to build receivers but plans a low-band black-and-white station in Boston. Other such applications have been dropped. On questioning, he said factors making simultaneous color more expensive are: need for three transmitter tubes, wider IF band, cross-talk problem and registry difficulties, possible need for three coaxial cables. He estimated shift from 48 to 60 cycle frame would delay delivery of studio equipment at least six months.

Would Be Handicap

U. A. Cummings, vice president in charge of engineering, Farnsworth Television & Radio Corp., said the company is setting up production lines for monochrome receivers. He felt introduction of color now would handicap development of television. No color method is satisfactory, he claimed, but favored simultaneous over sequential.

Norman H. Young, chief, television department, Federal Telecommunications Labs., told of development of a color transmitter for CBS which was delivered last December. It can develop 1 kw up to 600 mc, 500 w to 700 mc and 100 w to 920, he said, but steady advance in tubes should bring higher power. Joseph Lampe, of Federal Telephone & Radio Corp., another IT&T subsidiary, introduced data on television station cost. He said a standard station would cost $305,625, small station $252,500 and master station $498,675. Federal could deliver transmitters for the uhf band in late 1947, he predicted.

RCA started its case late Thursday when C. B. Jolliffe, executive vice president in charge of RCA Labs., took the stand as first wit-

(Continued on page 84)

COMMISSIONERS SEE DU MONT, CBS COLOR

FCC WILL HAVE a large representation in the New York area today to witness a demonstration of color television at the Du Mont laboratories, Passaic, N. J., and CBS color in New York City.

Chairman Charles R. Denny, Comrs. Paul A. Walker, Clifford J. Durr, Ewell K. Jett and Rosel H. Hyde, and Earl Minderman, assistant to the chairman, will be among those attending. Other FCC representatives on trip include:

ENGINEERING DEPARTMENT

George P. Adair, chief engineer; George E. Sterling, assistant chief engineer in charge of Field and Research Branch; Edward W. Chapin, chief, laboratory division, Field and Research Branch; Edward W. Allen, chief, technical information division, Field and Research Branch; Paul D. Miles, chief, frequency-service allocation division, Field and Research Branch; Charles C. Kolster, regional manager, North Atlantic regional district, Field and Research Branch; John A. Willoughby, assistant chief engineer in charge of Broadcast Branch; Curtis B. Plummer, chief television Division, Broadcast Branch; Cyril M. Braum, chief, FM division, Broadcast Branch; James E. Barr, chief, standard broadcast division, Broadcast Branch; William C. Boese, chief, applications I section, television division, Broadcast Branch; William N. Krebs, assistant chief engineer in charge of Safety and Special Services Branch; Milburne O. Sharp, chief, experimental section, Safety and Special Services Branch.

LAW DEPARTMENT

Benedict Cottone, general counsel; Harry M. Plotkin, assistant general counsel in charge of Litigation and Administrative Division; Vernon L. Wilkinson, assistant general counsel in charge of Broadcast Division.

ACCOUNTING DEPARTMENT

Dallas W. Smythe, assistant chief accountant in charge of Economics Branch.

'Milwaukee Journal' Plans to Reapply For Black-and-White Video Station

THE MILWAUKEE JOURNAL, owner of WTMJ and WTMJ-FM Milwaukee this week announced its intention to reapply for a commercial black-and-white television station for the Milwaukee area, and to apply for an FM license in Green Bay, Wis.

Company originally had received permit for low-band black-and-white video station but withdrew application in favor of high frequency color television.

Chief among factors influencing the *Journal's* decision to reapply, according to a company spokesman, are developments which indicate black-and-white television receiving sets will not become obsolete by color, network advancement in programming and increased production of transmission facilities.

Company said it will proceed in three steps—first, installation of basic equipment which will put the *Journal* on the air with simple television programming; second, purchase of complete studio camera and control equipment as it becomes available and, third, remodeling of WTMJ Radio City for studios and office space for television operation. Installation of a 500-foot TV tower to replace present 300-foot tower is also planned. First step should be completed by end of 1947 with final operation ready by 1949. The *Journal* recently received approval for an FM station in Wausau, Wis., WMJT.

KOIN
"In the People's Cause"
PORTLAND, OREGON
CBS Affiliate
LEWIS H. AVERY, Inc., Nat'l. Rep.

Leadership
IN READERSHIP
Proved by 20 Reader Preference Surveys of the General Advertising Press
Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11, Ill.

COMING SOON
50,000 WATTS
TRANSMITTER NOW UNDER CONSTRUCTION
KOMA
OKLAHOMA CITY'S CBS STATION

FRIENDS
"TO MAKE A FRIEND, YOU MUST BE ONE." TWENTY YEARS OF SERVICE TO FARMERS IN KANSAS AND ADJOINING STATES HAVE MADE US THEIR FRIEND.
WIBW The Voice of Kansas in TOPEKA

Color Video

(*Continued from page 83*)

ness. He said RCA was forced by "premature" introduction of sequential color to demonstrate its simultaneous color this autumn, though it will not be field tested and ready for perhaps four years.

He reminded that RCA has pioneered television development and now has a monochrome service. The future will bring color, he predicted, as an integral part of television service without obsoleting existing receivers of transmitting equipment. He said this color will be equal to present monochrome in clarity.

Continue Tests

Dr. Jolliffe said the industry should continue development and field tests, with RTPB Panel 6 as the proper forum to study and formulate standards.

Present monochrome service in New York, Schenectady, Philadelphia, Washington, Chicago and Los Angeles is being enthusiastically received, he testified. RCA's set production in first quarter of 1947 will be 25,000, with 160,000 for the year. At present there are over 15,000 sets, he said, perhaps reaching 20,000 by yearend, and 100,000 sets could be sold by that time if available.

Advocating RCA's simultaneous system, he said, "the end result will be an excellent and practical system introduced without penalty to the existing service and without jeopardy to the investment of public and broadcasters in black-and-white television."

When Dr. Jolliffe said little is known about the 480-920 band, Commissioner Jett said more is known about it than the FCC knew when it allocated the low television split band. He said, "We have enough propagation information necessary to go ahead with color television if all other problems are worked out."

Dr. Jolliffe said premature adoption of commercial color standards probably would result in no television rather than improved television.

Ray D. Kell, of RCA Labs., Princeton, main RCA-NBC technical witness, opened Friday's session. He said advantages of simultaneous over sequential color are: No obsolescence; complete interchangeability; less band width; no flicker problem; no color fringing; no color breakup; more color fidelity; brighter picture; easier to network.

He announced that RCA has transmitted simultaneous color through the air and is developing color cameras and transmitters for studio and outdoor use. He displayed a small three-tube converter by which present sets can receive high-frequency color video in black-and-white.

Mr. Kell stressed complete compatability of monochrome and color by the RCA system and said compromise in color fidelity is not required to avoid flicker. He said the band width can be reduced by a method of mixing portions of color signals.

George L. Beers, assistant director, RCA Victor Division, said RCA is making $6,000,000 in black-and-white transmitting equipment, including 40 transmitters, 150 cameras, 205 monitors, 50 film projectors and cameras. Transmitter cost will run 40 to 100% more for color than black-and-white, he predicted, and receivers twice as much. RCA has orders for 90,000 television receivers, he said, and will be producing within the year at the rate of 300,000 annually.

M. L. Levy, chief engineer Emerson Radio & Phonograph Corp., said his company is field testing black-and-white receivers and starting actual production lines. He opposed adoption of color standards at this time and believed whatever color system is adopted should not obsolesce models now being produced.

A. C. Omberg, chief of research, Bendix Radio Division of Bendix Aviation Corp., testified Bendix has over 20 men working on television. It is building a 600 mc color transmitter and has an order for 50 receivers of CBS design. He favored the CBS standards and predicted color receivers will cost 10% to 30% more than black-and-white.

NBC

in the Triple Cities

Binghamton • Johnson City • Endicott

It's Always a Good Bet

To Put your Money on the

WINR

BINGHAMTON, N. Y. HEADLEY-REED, National Representatives

Radio's Advantages and Faults Debated on Town Meeting Show

RADIO, charged with permitting too many commercials and bowing to the whims of advertisers and advertising agencies, was vigorously defended on ABC's *Town Meeting of the Air* Thursday night by Mark Woods, ABC president, and Sydney Kaye, general counsel of Broadcast Music Inc.

Mr. Woods and Mr. Kaye took the affirmative on the question, "Is Radio Operating in the Public Interest?", while Clifford J. Durr, member of the FCC, and Frederic Wakeman, author of *The Hucksters*, upheld the negative. Program was broadcast from Greenwich (Conn.) High School.

Mr. Wakeman, opening the debate, charged that radio's greatest curse was its abuse by advertisers, who, he said, should not be permitted to control programs. He urged that radio "stop being irresponsible" and "take the sponsor out of the entertainment business and put him back in the advertising business."

Replying to Mr. Wakeman's remarks to the effect that broadcasting should itself plan and originate all programs rather than use any material prepared by advertising agencies, Mr. Kaye said he did not believe programs would be better if radio tried to do the whole job. "In assessing radio's stature as a citizen," he said, "don't lose your sense of proportion." Immoderate denunciation of radio and attacks on the industry in general rather than specific terms cannot effect any improvement in the kind of programs radio offers, he declared. Mr. Kaye pointed to radio as it is operated in this country as a great weapon for human freedom and cited how it had been used improperly to enslave the peoples of some countries.

Mr. Durr, frequent critic of radio, said that the good things American radio has done outweigh the bad, but that as operated today it "falls far short of serving the public interest." He asserted it was his belief that the trouble "lies basically in the fact that the best creative forces within the industry are constantly suppressed or frittered away in artistic boondoggling." The suppression, he intimated, is clamped on by the advertisers. Radio programs have become mere by-products of the advertising business, he declared, and broadcasters have let the industry pass into the control of a leadership which has sought not only to defend the industry's shortcomings but to parade them as virtues.

Questioned from the floor on whether he believed the power of FCC should be invoked to control radio advertising, Mr. Durr said that he did not want to see FCC move into control of specific program content.

Pointing to the fact that both Mr. Durr and Mr. Wakeman had admitted that radio, despite its shortcomings, is doing a good job, Mr. Woods referred to radio as "a young and imperfect boy" and said it should be judged by reasonable standards of performance. He denied that advertisers control the industry and defended advertising's place in radio and in American economy. Some of the finest programs on the air today have been produced by advertising agencies, he pointed out. "There are lots of good ideas on the air which we (the broadcasters) did not think of," he said. When Mr. Wakeman inferred that anyone with an idea for radio would have to take it to the advertiser sponsoring a program rather than direct to the network, Mr. Woods said this was not the case and that "if it's a good idea we'll put it on the air."

NAB DISTRICT 14 MEETS JAN. 13-15 IN SALT LAKE

TENTATIVE program for the meeting of NAB District 14 (Mountain States) Jan. 13-15 at the Hotel Utah, Salt Lake City, was announced last week by Hugh Terry, KLZ Denver, district director.

First day speakers include Justin Miller, NAB president; A. D. Willard Jr., executive vice president; Don Petty, general counsel; Richard P. Doherty, employee-employer relations director, and Kenneth H. Baker, research director. Others on the agenda are Sydney Kaye, BMI general counsel; Glenn Dolberg, BMI field representative, and Gerald King, Standard Transcriptions.

On the second day speakers will include Rex Howell, KFXJ Grand Junction, Col., district chairman, Small Market Stations Committee; J. Allen Brown, director, NAB Small Market Stations Division; Hugh M. Feltis, BMB president; Ralph Hardy, KSL Salt Lake, district chairman, Program Managers Committee; William Grove, KFBC Cheyenne, district chairman, Sales Managers Committee.

News clinic will feature the third day, with Arthur C. Stringer, NAB director of special services, in charge.

Western Electric Dividend

WESTERN ELECTRIC Co., New York, declared a dividend of $1.50 a share on its common stock at a board of directors meeting Dec. 10. The dividend is payable on Dec. 31 to stock of record at the close of business on Dec. 20. The company paid 50 cents in the third quarter and passed the dividend in the first two quarters when the firm was operating at a loss. The dividends for the year total $2.00 a share, the same as paid in the three preceding years.

Trends

(Continued from page 18)

even though we tighten our standards."

Actually when one considers the evidence of the table itself and reads carefully these comments, which are representative of those offered by respondents, it appears that a rather important minority gravely doubts that the Blue Book in its long-term effect will be of benefit to the listener. Feeling in the industry seems to be rather evenly divided, as a matter of fact, in this issue. If divided, into what categories?

Detailed analysis of the replies by rate structure and network affiliation throws some additional light on the station managers' opinions. Low dollar volume stations are less inclined to find good (46%) or bad (11%) in the Blue Book than stations with higher rates.

The comparison follows:

Class A 1 time 1-hour rate	Effect of Blue Book on Listeners		
	Good	Bad	No Change
Under $100	46%	11%	23%
$100-$200	65	16	19
$200 and over	53	22	17

Among the network affiliates, only NBC stations are markedly less impressed with the listener benefits of the Blue Book. CBS stations find about as much "good" in the Blue Book as the other networks, but more "bad" effects than any of the others except NBC:

Network Affiliation	Effect of Blue Book on Listeners		
	Good	Bad	No Change
ABC	61%	10%	16%
CBS	57	21	29
MBS	55	14	16
NBC	30	26	22
Independents	55	7	26

Paralleling the first question, respondents were asked to evaluate the Blue Book's influence on stations:

TABLE II

Now that 9 months have passed since publication of the FCC's program report (the FCC Blue Book), what do you think will be its long-term effect—from the station's point of view?

	Per cent of all stations
Good	59%
No change	19
Bad	11
Indefinite or don't know	8
No answer	8
	105*

*Percentages add to more than 100 because some stations gave more than one answer.

COMMENT: Three out of five station managers view the Blue Book as a good influence on broadcasters. The major divisions of opinion among those approving the Blue Book are demonstrated by these illustrative quotations:

"Will have a generally beneficial effect on programming, and has impressed managers with their responsibilities."

"Despite pros and cons, the Blue Book is as much an aid to the radio industry, and perhaps more so, than any other important factor ever presented to the radio industry."

"Probably result in program improvement and develop more real community service. The FCC Blue Book will do much more for the station than it will for the listener."

"Will cause stations to give more thought to program content and structure."

"Cleaned up programs."

"A better operation and the forcing of the view point that station must serve an audience. We should have been doing more in the past."

"It is a 'Bible' to be guided by."

Another group qualified their approval by reference to the dangers which might result from the Blue Book:

"Blue Book has aroused stations' awareness of responsibility. Better station operation will result. Also it has revealed a possible tending toward greater control of station operation by government. Stations will be more vigilant in protecting freedom of radio."

"While we question legality of censorship, we believe smart management will use it as a base on which to analyze present format and revise to meet their honest interpretation of good all-round program service."

"Even those stations which assail the Blue Book most violently are doing something about it. It is certainly unfair and biased, but it has had a good effect on many who needed a scare. It was a bad instrument, badly used but beneficial in spite of itself. The industry will be better because of it."

"It has made us stop, look and listen. The threat to free speech is real—however, we must admit that it has made for better programming."

Others, although favoring the Blue Book, pointed out its effect on revenues:

"Future revenue will be reduced somewhat, program expense increased."

"Better programming will, I think, result in at least temporary loss of revenue but should pay off in the long stretch."

"Possible loss of revenue if followed to the letter, but will no doubt promote better programming if good judgment is used."

Eighteen per cent of station managers consider the Blue Book's effect on stations bad. Most of these criticized the FCC for encroachment on station prerogatives:

"If permitted to stand, the report will constitute a continuing threat of, if not actual operation of, government control of all phases of station operation."

"It should not be within the province of the Commission to regulate program content."

Other typical views:

"There is no qualitative guide to what the Commission thinks is good programming. Station management may feel that quality is secondary to quantity to avoid Commission action."

"Reduce net revenue."

"Puts fear of God in stations and discourages program experiments."

"More detail [will be needed] in keeping records of what has been broadcast."

Again analysis of responses by rate structure and network affiliation revealed some significant differences which tend to parallel their opinions about the effect of the Blue Book listeners:

One time-1 hour Class A rate	Effect of Blue Book on Stations		
	Good	Bad	No Change
Under $100	50%	11%	19%
$100-$200	70	19	22
$200 and over	63	5	24

NBC stations find less good and less bad in the FCC's Blue Book than other network affiliates: CBS stations are most articulate about the negative as well as the positive effects of the Blue Book:

Network	Effect of Blue Book on Stations		
	Good	Bad	No Change
ABC	68%	7%	16%
CBS	75	21	18
MBS	57	12	18
NBC	44	4	26
Independents	52	10	19

Respondents were also given an opportunity for any general comment on the Blue Book, apart from the specific questions asked. While most of the views are elaborations of the answers shown above, some were new:

"NAB has the chance to accept the report and mold it to our mutual advantage."

"Radio should do a lot of cleaning up on things that are outright offensive to the public. But—radio also means advertising agencies."

"Only danger I see in this report is the misuse of terms. I would like to see definitions of public service, etc."

"Listeners like to tune in to hear what they want, not what is good for them—radio must cater to public taste rather than reform that taste, or radio won't be a business but a subsidized propaganda medium."

"We need 'light' and not 'heat' on this matter."

"This is like the brat whose father said: 'I wouldn't take a million dollars for that kid, but I wouldn't give you a dime for another.' "

"Instead of arguing with the FCC about the Blue Book the industry should sell itself to the public in a positive sense."

"We didn't clean up our programming because of the Blue Book. It was a natural trend with our expansion, as man power improved and war time controls were reduced."

"A picked panel of prominent citizens could be requested by station management to decide changes and suggestions in program schedules."

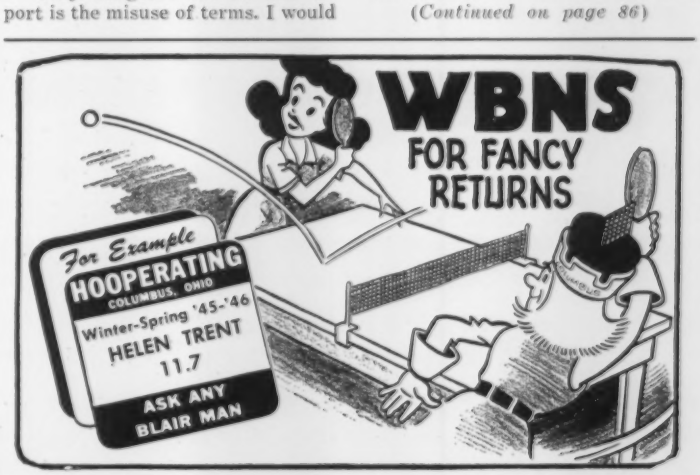
"The answer is a stronger NAB. Self-regulation has gone farther to help radio than the Commission regulations."

It is particularly interesting to note that both in this table and in Table I, those stations having a

(Continued on page 86)

McDonald Host

PROVING that he's democratic, by any definition, Arch McDonald, sports director of WTOP-CBS Washington, last Tuesday was host at a dinner for Rep. J. Glenn Beall, Maryland Republican, who had defeated him in the November elections. Guests included the campaign directors for both nominees, and Joseph H. Ream, senior vice president of CBS, Earl H. Gammons, Washington vice president, William C. Murphy Jr., publicity director, and Ed Ingle, radio director of the Republican National Committee, along with several members of Congress.



ISN'T it only natural when you find . . .
1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and whose 38,000 * folk depend on one station for complete radio entertainment—ABC, MBS, local shows and news—

This is ZBM, the only adequate radio coverage of Bermuda. Rising imports from U. S., now 17 millions, attests Bermuda's interest in your product. Write or wire Cole E. Wylie, Mgr.

* Including Kindley Field and U. S. Naval Base.

Only
ZBM
Covers Bermuda
ABC • MBS
National Representatives
JOHN BLAIR — United States
HORACE STOVIN — Canada

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

Trends

(Continued from page 85)

class A one time-one hour rate under $100 took the least encouraging view of the Blue Book as having a good long-term effect on listeners or stations. Generally, in this category, about 50% of the stations did not see it as having such a long-term effect. Probably most of these stations are small; certainly many of them are independent. It will be recalled in earlier reports of BROADCASTING TRENDS on program matters that some of these stations objected to network influences on local stations—inasmuch as networks captured time which some local stations thought could be used more advantageously on a local programming level. In other words, it's interesting to ruminate on the possibility that the word "independent" implies considerably more than freedom from affiliation with a network.

The wide range of opinion concerning the effect of the Blue Book makes the answers to the last question significant. The panel was asked:

TABLE III

Do you consider the provisions of the FCC program report as regulations which MUST be followed by broadcast licensees?

	Per cent of all responses
Yes	25%
No	65
Don't know or indefinite	8
No answer	2
	100%

COMMENT: 65% regard the Blue Book as not binding on stations, when asked the question categorically. Given an opportunity to comment on their definition of the Blue Book's force, those who said it was not a "must" added:

"A sign-post only."

"Not legally but a definite threat which most broadcasters are not able or willing to meet."

"We are licensed to operate in the public interest, convenience and necessity—we are the judges, not the FCC. But most stations will consider them as such to protect their licenses."

"It is only sensible to comply with any government body."

"Until the issue is passed upon by proper court it has no legal standing."

Among the 25% who indicate they believed the Blue Book has to be followed, typical comments pointed less to the legality of the Blue Book and more to the practicality of following its provisions:

"If you don't follow them—inquisition. As long as renewals of licenses are based on program content."

"By the 'lifted eyebrow' more than by official action FCC will enforce them."

"It's a must if we are to preserve radio."

"In defense of existing rights of broadcasters licensees must go beyond requirements of the report."

SUMMARY: The broad purpose of the second questionnaire circulated among the station management panel members by BROADCASTING TRENDS through Audience Surveys Inc., New York, was to ascertain what has been done in the way of program changes during 1946, what changes might be contemplated for the immediate future, what effect the Blue Book recommendations or regulations—whichever they might be—have had on programming generally, what the managers of stations thought of the Blue Book both as a force toward better programming and as to its standing in law.

The answers are well delineated.

In the first section of the survey, reported Dec. 2, it was shown that there had been a lot of activity during 1946 in changing program policies.

Most of this centered on including more local news in news programs, producing more public interest programs, applying stricter standards on commercials, broadcasting more local live programs etc. There was strong indication as well among those who had not made such changes that such changes were contemplated for the future. At all events, the changes made and/or those planned combined to indicate that management was pursuing pretty much down the line the recommendations of the Blue Book in altering program policy.

There seemed to be grave doubts in the minds of the broadcasters, however, on what these changes would contribute most heavily to the improvement of service to the listener. This was conclusively established in Table IV of the report published December 2. Analysis of this table in comparison with others published demonstrated that the broadcaster's enthusiasm for the value of the changes was in low ratio to his swiftness in making them when the Blue Book said he should (the Blue Book was issued March 7, 1946). Now it develops—see Table III above—that 65% of the broadcasters do not consider the Blue Book stipulations as regulations which must be followed by licensees. You are faced then with these premises:

1. Most broadcasters are pursuing the changes recommended in the Blue Book.

2. Most broadcasters view such changes with only moderate enthusiasm.

3. Most broadcasters believe the long-term effect of the Blue Book will be good for the station and for the listener—though in lower ratio than was reflected in actual changes in policies made.

The conclusion is inescapable: the Blue Book is in force in fact (already six stations have been cited in license renewal proceedings growing out of Blue Book issues).

Leslie Joy Leaves KYW on January 4

LESLIE W. JOY, general manager of KYW Philadelphia, last week announced his resignation effective Jan. 4. His future plans will be made known, he said, after a short vacation.

Mr. Joy

One of radio's veterans, Mr. Joy began his career in 1923 in New York by singing over WJZ on a St. Patrick's Day program. In 1925 he joined WEAF as announcer and in 1926 when NBC was being formed, he was assigned to the program department, later heading the network's first production department. In 1928 he became an executive of NBC and in 1935, when KYW was moved from Chicago to Philadelphia, Mr. Joy was transferred by NBC to Philadelphia as liaison officer for the network, which then operated the station under lease for Westinghouse [BROADCASTING, April 29].

Mr. Joy was made general manager of KYW in 1936. Through his efforts KYW was established in its present building at 1619 Walnut St. in 1938. In 1940 the station's power was increased from 10 kw to 50 kw and in 1942 KYW-FM began operations.

The retiring general manager established a strong public relations policy for KYW and pioneered in educational programs. In 1942 he was named to the NAB Public Relations Committee and two years later was appointed chairman.

Mr. Joy has been active in civic affairs in Philadelphia. He is a member of the Poor Richard Club, the Racquet Club, the Orpheus Club and the Mask and Wig Club. He is a native of Tacoma, Wash.

"I wish to extend my thanks to the Westinghouse company," he said, "for the fine association which we have mutually enjoyed. I shall always hold KYW and Westinghouse in the high esteem with which I have regarded them during the past 11 years."

His successor has not been selected, according to J. B. Conley, manager of Westinghouse Radio Stations Inc.

NOW it is Possible to get really

FINE TRANSCRIBED and **LIVE PROGRAMS**

Tailored to Your Measure

ROBERT EVANS PRODUCTIONS, INC.
113 W. 57th St. PL 9-4545

WOKO

(Continued from page 17)

cation has established such a standard of public service that the Commission would be justified in considering that its deception was not a matter that affected its qualifications to serve the public," the opinion stated. "We agree that this is a hard case," said the court, "but we cannot agree that it should be allowed to make bad law."

Court Ruling

In essence tthe Supreme Court held that:

(1) The FCC may revoke a license for falsification, whether such falsification is intentional or through neglect or ignorance.

(2) The FCC is empowered by Congress to draft any regulations it deems necessary in helping to establish whether a station can operate in the public interest.

(3) Officers of corporations are responsible for any acts of any officer or stockholder.

(4) Revocation of licenses for falsification is not a penalty.

(5) Only the Commission—not the courts—may determine that the public interest will be served by renewing a license.

Written and delivered by Associate Justice Robert H. Jackson, who recently returned from Germany where he was chief prosecutor of the Nazi war criminals, the opinion followed closely the dissent of Chief Justice D. Lawrence Groner of the U. S. Court of Appeals for the District of Columbia [BROADCASTING, Jan. 28].

Concealment Cited

Citing Section 308 (b) which authorizes the Commission to prescribe the data it needs in applications "and such other information as it may require," and Section 312 (a) which provides that any station license may be revoked for false statements to the FCC, the high court said: "The fact of concealment may be more significant than the facts concealed. The willingness to deceive a regulatory body may be disclosed by immaterial and useless deceptions as well as by material and persuasive ones."

Of the fact that stockholders owning slightly more than 50% had no knowledge of the concealment, the court said: "This may be a very proper consideration for the Commission in determining just and appropriate action. But as a matter of law, the fact that there are innocent stockholders cannot immunize the corporation from the consequences of such deception."

Testimony during hearings was that neither the Press Co. nor Mr. Curtis knew anything of the Pickard interest.

To argument of Mr. Dempsey that action in the WOKO case constituted a departure from Commission policy in dealing with misstatements and deceptions, the court said: "But the very fact that temporizing and compromising with deception seemed not to discourage it, may have led the Commission to the drastic measures here taken to preserve the integrity of its own system of reports.

"The mild measures to others and the apparently unannounced change of policy are considerations appropriate for the Commission in determining whether action in this case is too drastic, but we cannot say that the Commission is bound by anything that appears before us to deal with all cases at all times as it has dealt with some that seem comparable."

To contentions of WOKO counsel that the Commission inflicted a penalty and that its motive was to punish, the Supreme Court said:

"We think it unnecessary to indulge in the exposition of what a penalty is. It is enough to decide this case to know what a penalty is not. A denial of an application for a license because of the insufficiency or deliberate falsity of the information lawfully required to be furnished is not a penal measure. It may hurt and it may cause loss, but it is not made illegal, arbitrary or capricious by that fact."

The Commission is not required to grant a license on a "deliberately false application" and its action in refusing to renew the license was not "arbitrary and capricious under such circumstances," the opinion stated.

"It may very well be that this station has established such a standard of public service that the Commission would be justified in considering that its deception was not a matter that affected its qualifications to serve the public. But it is the Commission, not the courts, which must be satisfied that the public interest will be served by renewing the license."

The fact that the court "might not have made the same determination on the same facts does not warrant a substitution of judicial for administrative discretion since Congress has confided the problem to the latter."

WOKO Sixth Such Case

WOKO became the sixth station to have its license revoked by the regulatory agency for infraction of Commission rules or the Communications Act, although a total of 76 stations have been deleted since the Federal Radio Commission was created in 1927, records show.

On Sept. 1, 1928, the FRC deleted 62 stations, most of them due to the reallocation of frequencies. One license, however, that of WCOT Providence, R. I., operated by Jacob Conn, was revoked because, according to the FRC Second Annual Report, the station was used by its owner "(1) as a means of direct advertising; (2) for the promotion of its candidacy for mayor of Providence; (3) for expressing his views on all private matters; (4) as a medium for his attacks on personal enemies." Other deletions by the FRC:

KFKB Milford, Kan., operated by Dr. J. R. Brinkley, charged with broadcasting false medical advice; deleted Feb. 20, 1931.

KTNT Muscatine, Iowa, operated by Norman Baker. Charged with using obscene and indecent language and claiming cancer cure; deleted July 1, 1931.

KGEF Los Angeles, operated by Trinity M. E. Church, South. Rev. Robert T. Shuler, pastor, charged with broadcasting defamatory remarks; deleted Nov. 13, 1931.

Eight other stations were deleted in 1931-32 by the FRC, mostly because station operations ceased or engineering standards were violated.

Only other station to be taken off the air by the FCC, besides WOKO, was WSAL Salisbury, Md., which ceased operations March 31, 1940, when its license renewal was denied. The Commission found that the licensee, Frank M. Stearns, falsified his financial status in his application and in subsequent hearings.

Skelton in New Role

COMEDIAN Red Skelton assumed a new role as defender of radio commercials when he dropped his comedy character on NBC's *Red Skelton Show* Dec. 10 long enough to tell listeners they're getting the cheapest box-office admission in the world for good entertainment and urged them to pay the sponsor the courtesy of listening to his commercial. Mr. Skelton also used the commercial pitch to reveal the mystery of "903," a new moistening process for Raleigh Cigarettes, his sponsor.

Stations at Odessa, Tex., Silver City, N. M. Join CBS

CBS last week announced the addition of two affiliates, bringing the network's total number of stations to 163.

KOSA Odessa, Tex., operating with 250 w on 1450 kc and owned by Dorrence D. Roderick, joins CBS Jan. 1 as a bonus station to KROD El Paso.

KSIL Silver City, N. M., operating with 250 w on 1340 kc and also owned by Mr. Roderick, joins the network on Dec. 22 as a bonus station to KROD El Paso.

Making *the best* even better!

Now—along with "The Texas Rangers"

A sure-fire give-away or self-liquidating offer! Attractive 48-pages of *Original Songs The Texas Rangers Sing* and scrap book album. Provided sponsors of "The Texas Rangers" *at cost!* Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

It's
kglo
MASON CITY, IOWA

Want an ideal test market? Then it's KGLO, with its dominant coverage of both a rural and urban area.

1300 K.C. 5000 WATTS CBS AFFILIATE
WEED & COMPANY, REP.

A Lee STATION

WCKY
the 50,000 watt voice of Cincinnati

Hearings

(Continued from page 20)

sults," and plans to continue to do so in all cases in which such conferences are not forbidden by the Administrative Procedure Act.

Presumably this was the main reason for the decision not to apply the separation-of-functions plan to all hearings, since neither the Commission nor anyone else could then confer with presiding officers except upon due notice to all parties, regardless of the type of hearing involved.

"At such time as the hearing backlog has been reduced," FCC declared, "the Commission will give further consideration to a broader application of the provisions of the Administrative Procedure Act to hearings which it designated. In the meantime, the Commission is desirous of receiving comments from all persons concerning these rules."

The changes were enacted in a revision of Secs. 1.841 through 1.858 of Part I of FCC Rules and Regulations Relating to Organization, Practice, and Procedure. The first general revision in compliance with the Administrative Procedure Act went into effect Sept. 11 [BROADCASTING, Sept. 9].

A third phase of the Act, calling for a system of hearing examiners under the Civil Service Commission, becomes effective next June 11, but informed opinion has indicated that hearings on applications for initial licenses, the bulk of FCC hearing work, are among the types exempt from the CSC examiner plan unless the FCC voluntarily makes it applicable.

Seek New Contract

NEGOTIATIONS for a new contract will start this week in New York between the United Electrical Radio and Machine Workers of America (CIO) and World Broadcasting System on behalf of the system's recording men and engineers. Current contract expires Dec. 31.

KSD Building

CONSTRUCTION of new studios and transmitter plant at an estimated $500,000 cost was authorized by KSD St. Louis last week following the FCC grant for 5-kw nighttime as well as daytime operation (story page 20) on 550 kc. George M. Burbach, general manager, said the increased nighttime power will provide good reception to many listeners in outlying sections of Missouri and Illinois who may now have difficulty receiving KSD. Studio construction is expected to require about one year. RCA transmitter equipment will be used. Meanwhile the FM and television adjuncts of KSD, owned by the *St. Louis Post Dispatch*, are expected to be on the air by next spring.

Porter

(Continued from page 15)

leaves that post in February, Brig. Gen. Frank E. Stoner, former assistant chief Signal Officer, now chief of the United Nations communications-radio panel, and Lieut. Comdr. A. L. Budlong, former allocations head of the Coast Guard, who has returned to his post as assistant secretary of the American Radio Relay League.

There also has been speculation about appointment of a former Senator or member of Congress. With the uncertainties of split Government by virtue of a Democratic administration and a Republican Congress, it was felt that such an appointment would have easier sledding in the Senate, because of the custom of approving, usually without serious question, ex-colleagues of either chamber.

In this connection several names of former senators and congressmen have been mentioned—among them Sen. Hugh B. Mitchell, Democrat of Washington who was defeated in the last election. He is the son of the chairman of the Civil Service Commission and is regarded as a left winger. But the mere fact of his one term service in the Senate might lead to virtually automatic confirmation, if he were appointed.

The appointment will be for membership on the Commission—not the chairmanship. Under the statute, FCC members are nominated by the President and confirmed by the Senate. The President designates the chairman. Thus Mr. Denny's chairmanship is not in jeopardy unless the Republicans are successful in a concerted campaign to wrest independent agency chairmanships from the Democratic administration. It is doubted whether such an effort would get anywhere.

The search for a practical broadcaster to assume the vacancy evidently has not been fruitful. Both Mr. Porter and Chairman Denny are expected to have some voice in the naming of the seventh man. It is known that neither is averse to a man with broadcasting background but thus far several mentioned have not indicated that they would be receptive.

Mr. Porter may go to Florida for a rest before embarking on his Greek mission. He has under advisement, it is understood, not only the BMI post but several other proposals. Prior to the BMI board meeting last week, he had conferred both with William S. Hedges, NBC vice president and chairman of the BMI selection committee and with Sydney M. Kaye, vice president and general counsel of BMI.

Porter Interested

It can be stated that Mr. Porter is definitely interested in the music post, which would entail at least a three-year assignment. There was no question as to salary, it is understood. A figure of between $35,000 and $50,000 annually has been discussed.

The board had no other candidates under consideration. Thus, in deference to Mr. Porter, the board is believed to be holding the matter in abeyance. A decision, however, is deemed certain next month. While other prospects previously had been mentioned for the BMI post, Mr. Porter's interest and possible availability is believed to have resulted in what has been described as a "one horse race" till now.

BMI is desirous of getting an outstanding figure as full time president in the light of impending renewals of both BMI and ASCAP contracts with broadcasters. These expire at the end of 1948. A tower of strength in the standard music field, BMI nevertheless has lagged in the popular field. Financially, the operation has been a success and has achieved the goal of introducing rigorous competition in the music publishing field, necessitated by what were regarded as ASCAP's onerous demands of a decade ago.

All members of the BMI board were present at the Tuesday session, other than NAB president Justin Miller, who also serves as BMI president. He was scheduled for a conference with Attorney General Tom Clark on juvenile delinquency and had NAB executive vice president A. D. Willard sit in for him.

Several Offers

Should Mr. Porter come to terms with BMI prior to his departure for Europe next month, agreement probably will cover his assumption of the presidency next spring. He has not disclosed other proffers which have been made him. He has had several proposals to join law firms specializing in radio. It is entirely possible that President Truman may yet convince him to remain in Government—probably in a post more influential and more financially attractive than the $10,000 FCC chairmanship.

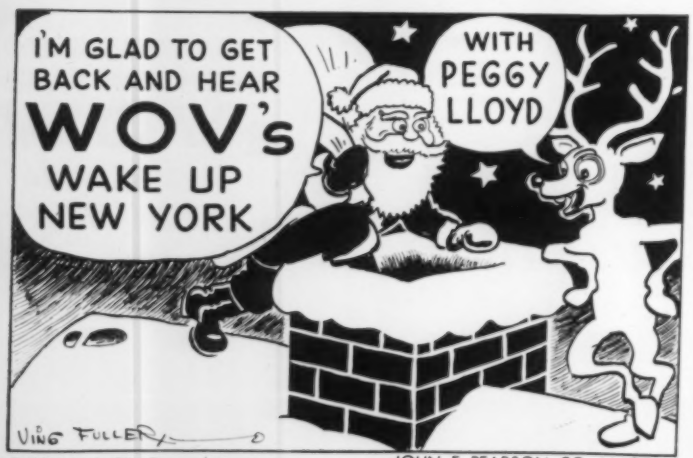
The Greek mission is definitely a special trouble-shooting assignment. The outside limit is understood to be April 30. Flying with him to Greece will be a staff of six. Last January Greece received a twenty-five million dollar American loan and later an additional twenty-five million dollar credit was extended. Further American aid is sought. Obviously the job of "Ambassador Porter" is that of ascertaining how the funds previously advanced have been utilized and whether further aid is justified.

Plans Campaign

NATIONAL HOME PRODUCTS, Danville, Pa., has appointed the Mike Goldgar Co., New York, to handle advertising of three new products: cream shampoo, a lanolin toilet soap and a men's hair dressing. Advertiser is scheduled Jan. 1 to start a one minute spot announcement campaign in addition to three participation shows.

New Station Sought

APPLICATION of the Coshocton (Ohio) Broadcasting Co., whose principal stockholders are affiliated with the Tribune Co., publisher of the *Coshocton Tribune*, for 1560 kc, 1 kw daytime at Coshocton, was filed with the FCC early this month, the Commission announced last week. Stockholders of the broadcasting firm include: Frederick B. Wallace, director and 24% owner of the *Tribune*, president (25.1%); Nora B. Hall, president and 3% owner of *Tribune*, vice president (5.5%); Robert B. Wallace, vice president and 24% owner of the newspaper, secretary (25.1%); William C. Wallace, director and 20% owner of newspaper, treasurer (25.1%); Richard Athey, associated with the *Tribune* (3.6%); Grace B. Wise, also associated with the newspaper (1.3%). Remainder of the stock is divided among eight others.



RALPH N. WEIL, General Manager — JOHN E. PEARSON CO., Nat'l Rep.

WBAL

(Continued from page 15)

appearance at the hearing."

The WBAL petition noted that the Blue Book bases its description of the station's operation under the gas company upon (1) a broadcast statement of the firm's president, made when WBAL went on the air in November 1925; and (2) a "Description of WBAL Baltimore" prepared for the old Federal Radio Commission in 1927.

The Blue Book does not, the petition charged, "advert to the fact that in subsequent renewal applications found in the Commission's files it is shown that the station commencing in 1927 sold more time for advertising and prior to the transfer of the station to Hearst it was a self-supporting enterprise."

Points to Discrepancies

Whereas the Blue Book quotes the "Description" as saying that WBAL "has maintained its own features to a unique degree, until quite recently, over 90% of its programs being rendered by its own studio organizations," the WBAL petition declared, FCC files show the station in 1932 reported 90% of its time devoted to network broadcasting and 2½% to mechanical reproductions, "leaving a maximum of 7½% that could have been availed of by the station's 'own studio organizations'."

"Nor does the Blue Book advert to the facts shown" in applications to FRC and FCC that the amount of time available for programs by WBAL's own studio organization or any other local live talent" diminished "steadily" from 42.9% prior to 1929 to a point where "for the last two years of operation . . . by the gas company there was an average of less than 5%" of broadcast time available for any local live talent programs, the petition declared.

"In the six months immediately preceding the transfer to Hearst," the petition contended, "less than 3½% of the station's time was available for local live talent programming . . ."

In support of WBAL operations under Hearst, the petition asserted that in the first license period after the transfer "the time devoted to local live programs went from less than 3½% shown by the gas company to over 14½%." Throughout Hearst ownership, the petition continued, the average time devoted to local live programs has exceeded 20%." When FCC asked WBAL in 1945 for information on future program plans, the petition reported, WBAL replied that it expected to devote approximately 20% of its time to local live programs.

"None of these facts, all of which were a matter of record with the Commission at least eight months in advance of the issuance of the Blue Book, is mentioned therein. Ignoring these facts, the Blue Book painted a picture of Hearst's operation on the wholly misleading and inadequate basis of its program logs for the week of April 23-30, 1944," the station declared.

It insisted that "there can be no justification for utilizing the program logs of a random week in 1944, which is shown by the Commission's own records not to be typical of the operation of WBAL by Hearst, to compare it with carefully selected but completely non-representative statements concerning the operation of the station by the gas company seven and nine years before the station was turned over to Hearst."

When Hearst's operations of WBAL during the typical week are compared with those of other network outlets for the same week "in another portion of the Blue Book, Hearst does not suffer by the comparison," the station declared.

Actually, the petition said, "the history of the operation of WBAL *under the gas company's ownership* might have furnished a prize example in the promise *vs.* performance category of the Blue Book."

'Can Be No Question'

"Equally," it continued, "there can be no question but that if the Blue Book had shown the record facts found in the Commission's own files concerning the operation of WBAL from 1925 to the present it would have shown that the operation of the station by Hearst was far superior in the public interest to the operation of the station by the gas company prior to its transfer to Hearst."

WBAL argued that Government agencies' "premature publication . . . of damaging reports without opportunity" for the "person injured" to point out errors prior to publication "was one of the abuses directly aimed at by the Administrative Procedures Act."

"Common justice requires that insofar as it is able to do so the Commission rectify this bitterly unfair and wholly unwarranted injury," the petition asserted. "Without the Blue Book there would have been no Pearson and Allen application. Without the Pearson and Allen application Hearst would have been granted the renewal of license for Station WBAL without a hearing.

"Fairness, equity and the ends of justice require that the Commission by public statement rectify the gross distortion of fact contained in its purported comparison of the Hearst operation of WBAL with the Consolidated Gas, Electric Light & Power Co.'s operation of the station, and that it should do so at the earliest possible moment."

BOSTON GOES INFORMAL

22,201 Residents, Visiting WCOP's New Home, Drop Social Rigidities

BOSTONIANS may be traditionally reserved, with Cabots speaking only to Lodges, and Lodges only to God, but last week a radio station owned by a midwesterner with a midwesterner's flair for neighborliness had set them chattering like two Iowa housewives over a back fence.

WCOP, a Cowles station, invited everybody in Boston to a housewarming in its new offices and studios, and 22,201 residents of a city distinguished for social rigidities came to a party that was as informal as a quilting bee. The event was a week-long open house, Dec. 1-7, by which WCOP announced to Boston that it had moved to new and elaborate quarters.

As a piece of whirlwind promotion, WCOP's open house might well serve as a model in the trade. Invitations to the public were distributed through broadcasts, newspaper advertising and window and counter cards.

Visitors were taken, in groups of 25, on tours conducted by announcers and other members of the station staff. They were shown and told in detail how a radio station operates.

Special displays of remote equipment, microphones, and wire recorders were arranged, and the visitors were encouraged not only to look at this equipment but also in some instances to handle it. The voices of many visitors were recorded by WCOP engineers, and samples of the wire from wire recorders were distributed.

According to Harry D. Goodwin, promotion, merchandising and publicity manager of WCOP, who was in direct charge of the open house, an effort was made to preserve a wholly informal atmosphere which seemed to produce friendly reactions among the visitors.

As evidence that visitors had been pleased, Mr. Goodwin pointed to many thank-you letters voluntarily written by WCOP listeners after visiting the station.

ROBERT GANGER MADE N. Y. AGENCY PARTNER

ROBERT M. GANGER, vice president and director of Geyer, Cornell & Newell, New York, has been made a partner of the agency and the name of the firm has been changed to Geyer, Newell & Ganger, it was announced last week by B. B. Geyer, president.

Charles A. Brocker, formerly vice president and media director, has been named vice president in charge of operations, it was also announced.

Mr. Ganger has been associated with the agency since Jan. 1, 1928. Mr. Brocker joined the firm in 1943.

Mr. Geyer founded the agency as the Geyer Co. in Dayton, Ohio, 35 years ago.

Signs Baseball

JOHN F. PATT, vice president and general manager of WGAR Cleveland last week announced that the station had signed a three year contract with the Cleveland Baseball Club for the exclusive broadcasts of the games by the Cleveland Indians.

Drop Application

APPLICATION of W. A. S. H. Broadcasting Co. for a new station in Washington, D. C., on 890 kc with 5 kw, daytime only, was dismissed by FCC last week at the request of the applicant. W. A. S. H. is principally owned by Dr. Richard R. Hutcheson, director of the Washington Speech Academy, and York Wilson, Washington business consultant [BROADCASTING, Nov. 18].

Cassidy Heads AAPA

HENRY CASSIDY, NBC's European news chief, was chosen president of the Anglo-American Press Assn. at the annual meeting Dec. 11 in Paris. He is first radio reporter to be elected head of the 40-year-old Paris press association.

NBC IN THE PACIFIC SINCE 1931
KGU
HONOLULU
The BEST IN RADIO
HAWAII'S FIRST STATION
NBC
Affiliated with THE HONOLULU ADVERTISER · Represented by THE KATZ AGENCY, INC.

GENERAL MANAGER WANTED

Wanted—Man with substantial radio station experience in an executive or administrative capacity to act as GENERAL MANAGER of new metropolitan FM station in San Francisco. Must be a veteran. Good salary plus. Reply will be kept confidential. Give full details, including specific references to station experience.

To Box 397,
BROADCASTING
870 National Press Bldg.
Washington, D. C.

WANTED
CHIEF ENGINEER
FOR
5 KW STATION

We have received our 5 kw, day and night, construction permit. We need a man with at least 5 years experience who can supervise the construction of the station and continue as our chief engineer. In reply set forth all the information you would like to have if you were the prospective employer.

Reply to:

Mr. H. S. Nakdimen
P. O. Box 799
Fort Smith, Arkansas

AVAILABLE

Former NBC Radio City senior staff announcer.

Background: WLW, two years; WTAM, two years; NBC, three years; WMCA, two years.

Just returned from four years Army Radio Propaganda overseas. Qualified for station manager-program production opening. If interested wire:

Don Cordray, 1323 Worley Ave., N. W., Canton, Ohio

TRANSCRIPTION

company will sell
your program
in coast-to-coast campaign.
BOX 368, BROADCASTING

I'm not the world's best MC, but eight years experience have taught me a few tricks that might be profitable for you. Have morning show gimmick GUARANTEED to hypo sagging Hoopers. Let me send you details. BOX 390, BROADCASTING.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager for new midwest radio station. Must be presently employed as manager or assistant. Write detailed letter of qualification and starting salary. Box 305, BROADCASTING.

Wanted—Man for continuity directorship in active, large market independent. Must know his business and be able to handle several writers; also write a daily special feature show. Salary approximately $4,000. Send picture and complete data first letter. Box 337, BROADCASTING.

Announcer who can punch commercials and ad lib for Washington, D. C. area daytime station. Send photo, disc, and letter with all particulars to Box 345, BROADCASTING.

Require staff engineers and announcers. New 250 watt station located in south. Reply Box 365, BROADCASTING.

Announcer — Good voice and diction. Must be experienced. Station in southwest. Housing assured. Send story, E. T. and photo. Box 376, BROADCASTING.

Six veterans or otherwise with $2500.00 each to join me in organizing Pacific Coast Radio Broadcasting Business, with employment if you are qualified. Each of you to occupy preferred position in your investment until entire amount of investment, plus interest thereon has been returned to you out of profits. Also, you will share in additional profits of business so long as you remain a member. Box 379, BROADCASTING.

Wanted: First class operator by 5 kw midwest station. Broadcast or radio service experience desirable. State background and salary required. Box 382, BROADCASTING.

Salesman: S.E. Florida full-time station wants experienced, personable producer. Drawing account and commission. If you don't expect $150 weekly don't answer. Send picture and all information. Our staff knows of this ad. BOX 391, BROADCASTING.

Progressive midwestern station needs experienced announcer-newsman. A good permanent job if you are willing to work. Box 395, BROADCASTING.

Wanted by Indiana local, clever girl continuity writer capable of doing air work, permanent pleasant job. Send photo with letter. Box 396, BROADCASTING.

Wanted—Two operators with first class license. Starting rate $1.15. New station, Mutual affiliate. Ideal working conditions. Write Glake Merrill, WHAR, Clarksburg, W. Va.

Time salesman wanted. Here is your chance to make more money. Liberal drawing account and commission. Permanent. Excellent opportunity for advancement. Give full qualifications and experience. Frank Kaull, Sales Manager, KLO, Ogden, Utah.

Help—Can use good solid announcer, also advertising salesman. Other useful radio people write giving qualifications and references. Announcer to start Dec. 21—Station WOLS, Florence, S .C.

Contemplating changing jobs? We have openings for—engineers, salesmen, technical instructors; experienced announcers, script writers, etc. Radio's Reliable Resources, Personnel Service, Box 413, Philadelphia.

Commercial manager — Salesman, 20% commission-drawing account. Must have car, be experienced and willing to work. No sales directors please. WOSH, Oshkosh, Wisconsin.

Wanted at once — Versatile all-round staff announcers. Only experienced men considered. Rush disc to WMMJ, 408 Fulton St., Peoria, Illinois.

Wanted—General Manager for 5000 watt privately-owned radio broadcasting station. Must possess executive ability and knowledge of business of radio broadcasting and advertising. Station located in Maritime Provinces having population of about 50,000 including suburbs. Stating qualifications, experience and salary expected. Replies confidential. Apply to 'Broadcaster', P. O. Box 486, St. John, New Brunswick.

Experienced transmitter operator. First class license. $45.00 for 40 hour week. WTBO, Cumberland, Md.

Help Wanted (Cont'd)

Engineer—First class license. Must be experienced in construction and maintenance. Station in southwest. Housing assured. Send complete background. Box 377, BROADCASTING.

Combination men for new station opening, Tucson, Arizona. State qualifications in letter. Old Pueblo Broadcasting Co., 77 North Court.

Salary is good, working conditions more than agreeable, advancement possibilities over average, if you are an operator-announcer "looking". Send all replies and voice audition immediately. KXLF, Butte, Montana.

Two operator-announcers. Receptionist. New model station needs top men and secretary. Have wonderful staff, ideal hunting, fishing. Housing guaranteed. Please airmail photo and disc. Immediate answer. KPRK Livingston, Montana.

We are enlarging our announcing staff in preparation for moving into a new studio building. If you have experience, like to work with a congenial staff, and like to look out your window and see sunshine practically every day in the year, wire or write at once giving experience and salary expected. KTSM, NBC affiliate, El Paso, Texas.

Wanted: First class licensed engineer. WDLP Panama City, Florida.

First class licensed engineer. Need not be experienced. A station where the engineer does nothing but engineering, under the highest possible standards. Write R. T. Mason, WMRN, Marion, Ohio.

Altoona Broadcasting Co., WJSW Altoona, Pa. is accepting applications by mail only for complete staff. Write to W. Metzger, WMRF, Lewistown, Pa.

Engineer-announcer: Mutual affiliate, with thirteen years experience, now has application for 1 kw and wants a combination man with accent on announcing. Salary is good and personnel are congenial. Here is a good place to work and live. Send complete details in first letter. Station WLAY, Muscle Shoals, Alabama.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KXLJ, Helena, Montana.

Wanted—First class licensed operators with announcing experience. Contact Manager, KXLK, Great Falls, Mont.

If you are a top flight versatile announcer with a first class radio telephone license there is an opportunity immediately available to live in the mild climate of one of California's most beautiful and progressive cities and to join the program and production team of one of the west's most alert stations. If you think you can qualify and are seeking a permanent association in an ideal place to live with excellent chances for advancement wire or write immediately to Lincoln Dellar, Manager KXOA, the Mutual Don Lee station, Sacramento, California.

Combination announcer-engineer, first class ticket, good voice for Alaska station. Transportation from Seattle and return paid on year contract. Good salary and working conditions. Edwin A. Kraft, 708 American Building, Seattle, Washington.

Announcer-engineer — Midwest, model network affiliate wants good man for permanent job. $52.00 for 48 hours. Must be good. Job open now. Box 408, BROADCASTING.

50,000 watt cleared channel station considering applications of MC men with experience in quiz and participation shows. Box 400, BROADCASTING.

Station manager, 250 watts in southern town of 15,000. Must have first class license, be versatile, have good personality. Chance for investment if party proves satisfactory. Box 401, BROADCASTING.

Engineer-announcer, combination man needed 250 watt station in south. Chance for advancement. Ideal working conditions. Write Box 402, BROADCASTING.

Help Wanted (Cont'd)

Continuity writer—To take charge of complete continuity job of midwest small station. Excellent opportunity. Must be permanent. Box 409, BROADCASTING.

Wanted—Transmitter engineer. First class license. Write to Chief Engineer, WIBX & WIBX-FM, Utica 2, New York.

Situations Wanted

Thoroughly experienced man in all phases of announcing, production, program direction plus theatrical background as actor-director. Seeking connection with progressive station. Presently employed as producer-announcer-newscaster on network affiliate. Minimum salary, $60. Single. 30. veteran. Box 366, BROADCASTING.

Announcer—Veteran seeks permanent position. Dependable. Proven ability. Box 367, BROADCASTING.

TIME SALESMAN WANTED

This is a once-in-a-lifetime opportunity with Chicago's most aggressive independent station, now expanding. If you have a record of proven success as a salesman—preferably with an independent radio station or a newspaper—here is your chance to make more money in a permanent position with a real future. Give full qualifications, experience and required salary.

Box 330, BROADCASTING

If you are interested in getting a construction permit for a station—or building a station—in the most expeditious, efficient and equitable manner—then let us take your ideas and build them into a completed station. Save money by saving time—there is no substitute for experience. May we discuss your ideas with you. L. W. Andrews, Radio Consultant, 1927 College Avenue, Davenport, Iowa.

Attention Station Manager

We are new in the mail order field, but are experienced in advertising and radio. Our products are now in great demand. At present we are selling soap powder. We have ten practical items to follow. If you have a good mail order station contact us. Our products are such that a P. I. deal will net us both more income. If you accept such deals let us know. There will be no agency to deal with. Our credit is A 1. Write P.O. Box 1204, Chicago 90, Ill.

Salesman wanted progressive southern station. Permanent salary basis. Also want saleslady for another station owned by same company. Address Mississippi Broadcasting Co., Inc., Meridian, Miss.

● **Commercial Manager** available. Proven personal salesman. Doubled income of "tough market" station. Good reason for change. Five years in present job. Go anywhere there's a job to be done if it's a real opportunity. First class man who knows the business. Willing to invest.

BOX 378, BROADCASTING

Situations Wanted (Cont'd)

Program director-production manager with large station and network experience, wishes to locate with progressive station. Box 369, BROADCASTING.

Program director, production manager, announcer, four years of well-rounded experience. Twenty-eight years old. Box 370, BROADCASTING.

Do you want the best disc jockey or newscaster in the business? Here's one with tremendous selling ability, 8 years radio experience handling all types announcing assignments. Just resigned 5 kw station. Box 371, BROADCASTING.

Sportscaster presently employed desires change. Experienced in play-by-play of seasonal sports. Box 372, BROADCASTING.

Blue-book blues? Program schedule or production need hypo? Thoroughly experienced program and production director wants change. Highly recommended announcer and would consider announcing job, but prefers above type work. Excellent references. Family man. Veteran. Pay required depends considerably on opportunities. Available immediately. Box 373, BROADCASTING.

Chief engineer—Qualified to install and/or operate your station. 35, family, 10 years broadcast experience, CREI graduate. References. Box 374, BROADCASTING.

Announcer—Staff and ass't sports announcer wants chance to handle sports, play-by-play and sportscasts. Vet, college grad, married, references. Have disc, news and publicity experience. Box 375 BROADCASTING.

Radio technician 1st class radio telephone license, wishes broadcast work. R.C.A. Institute graduate. Box 381, BROADCASTING.

Young family man, 29, 7 years well-rounded experience all phases radio; announcing, programming, news. Seeks program-production post with progressive station in New England community. Well educated, excellent references, with plenty of ideas, desires permanent position with future. Box 383, BROADCASTING.

Announcer position wanted. Two years college. Experienced. Excel in record shows and commercial work. Married. Veteran. Age 23. Want to settle down. Box 384, BROADCASTING.

Program director. Strong on production and saleable ideas. Box 385, BROADCASTING.

Young announcer with a voice that sells, would like to hitch his future to your star. Exper. on sports, platter shows, news, sportscasts, some writing. Graduate N. Y. announcers school in Radio City. Disc and photo on request. Box 386, BROADCASTING.

Does station exist that operates without power politics and petty conspiracies. If so, capable, experienced announcer-production manager would enjoy working there at decent salary. Married, veteran. Box 388, BROADCASTING.

Program director-special events, in radio since 1935 handling sports, special events. Four years major league baseball reporting; fights, football. Written, announced sports reviews, civic programs, directed and announced hour long show, five times weekly in over million market. Have created and handled outstandingly successful audience participation shows with record of long sponsorship by nationally known advertisers. Will supply transcriptions. Box 389, BROADCASTING.

Commercial manager. Not a floater. Worked 15 years with two radio stations on local and national sales. Married, 42, energetic, capable, productive ideas, best references. Box 392, BROADCASTING.

Announcer—Veteran, 31, ambitious, dependable. Trained at nationally known radio school. Some experience, record programs, news, etc. Go anywhere. Prefer small station. Box 393, BROADCASTING.

Combination first class licensed radio operator twenty years experience, and play by play sports announcer doing seven sports as well as writing and producing sports show, available January fifteenth. Baseball for national account. Married and desire to locate in year around sport town. Reference, photo, and transcription on request. Box 394, BROADCASTING.

First class engineer available—Former Signal Corps man. 3½ years experience in standard broadcasting. Transmitter control, recording, remotes. E. F. Bryan, 1125 12th St., N. W., Apt. 74, Washington, D. C.

Situations Wanted (Cont'd)

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Two announcers would like to stay together. Graduates of class A radio college. Travel anywhere. Experienced most every phase small station operation. Give your station a break; give us a chance. Box 398, BROADCASTING.

Need an enterprising young production man? Five years station and agency experience. Two major net affiliations. 50 kw announcing and engineering, production and writing. Desire position entailing production and/or writing. No announcing. Single, best references. Box 399, BROADCASTING.

Announcer-continuity writer. 1½ years experience. Good voice, good delivery. Record jockey, news, commercials. Veteran, university graduate. Box 403, BROADCASTING.

Chief engineer—Experience installation, operation, maintenance. Minimum $65. Box 404, BROADCASTING.

Announcer—Program man available after January 3rd. Network experience 8 years, 26 years old. Will not go south of Virginia or handle board. Box 405, BROADCASTING.

Eager beaver. Young vet desires position as announcer. Single, travel anywhere. Graduate leading school Radio City, New York. Experienced commercials, newscasting, platter shows, etc. Disc and photo on request. Write Box 407, BROADCASTING.

Announcer-writer, veteran, married, no children, complete training in radio school. Have ability, need experience, conscientious dependable, will go anywhere for job. Send photo and disc on request. Box 410, BROADCASTING.

Attention 250 watters—Progressive young manager with proven results in sales and station building desires change to better climate. A real radio man and good civic worker. Box 411, BROADCASTING.

Salesman—Proven record at outstanding small station. Energetic, aggressive, co-operative attitude. Excellent references. Permanence with future more important than money. Box 412, BROADCASTING.

For Sale

Film recorder, model A recordergraph, manufactured by Frederick Hart & Co. 1½ hours recording time. Good as new. $300.00. Box 346, BROADCASTING.

Small block of stock available in western radio station with excellent potential. Box 380, BROADCASTING.

Hammond organ reproducer unit. Includes amplifier, two Jensen speakers. Excellent condition. $125. John Hicks, KOCS, Ontario, California.

350' Truscon tower tapered, triangular, base insulators, excellent condition. Priced reasonable. Available early spring 1947. RCA type 96A limiting amplifier, complete with tubes and regulated power supply, price $275. RCA type 300A phase monitor for directional antenna employing up to 6 elements, complete with tubes, price $225. Solovox complete, price $100. Wire or write Robert Sinnett, Chief Engineer, Radio Station WHBF, Rock Island, Illinois.

Television broadcast equipment—Available for immediate delivery new guaranteed studio equipment for 525 line Black & White RMA standarads. Synchronizing pulse generators, mono scopes and monitors. Camera mixing amplifiers. Polarad Electronics Company, 135C Liberty Street, New York 6, N. Y.

Collins remote amplifier and Dynamic mike with stand. Almost new. $150.00. P. O. Box 485, Alexandria, Virginia.

Wanted to Buy

15 years manager of station wishes to buy, or buy interest in, and manage southern station. Address Box 343, BROADCASTING.

Miscellaneous

Jockey's comedy collection, $2.00. Kleinman, 25-31-T 30th Rd., Astoria 2, N. Y.

16% interest in proposed New England station. Correspondence confidential. Box 406, BROADCASTING.

Appraisals. Counsel to prospective station owners, based on twenty-six years of practical broadcasting experience. George H. Jaspert, Radio Consultant, Little Building, Boston 16, Massachusetts. Hancock 4948.

RMA Predicts 16 Million Set Output for 1947 at N. Y. Meet

A RECORD 1947 output of 16,000,000 radio sets was forecast last week by R. C. Cosgrove, president of the Radio Manufacturers Assn., which held a three day meeting in the Biltmore Hotel, New York City.

Further prediction that 90% of the better type 1947 console models would be FM also was made. Max F. Balcom, chairman of the RMA Tube Division, reported that tubes will be in ample supply in the first quarter of the new year.

Mr. Cosgrove, who is also vice president in charge of manufacturing for the Crosley Corp., estimated 1946 production at around 15,000,000 sets. Of this figure he said that FM sets comprised 2% of the 1946 output.

Predicting a greater production of FM sets during 1947, the RMA executive estimated that at least 22% of all sets to be made next year will have FM bands. Mr. Cosgrove also forecast an output of 320,000 to 360,000 television sets during 1947. He said that by April 1947, television sets will be manufactured by eight or nine different companies.

The board of directors of the RMA last week appropriated $50,000 for the "radio in every room" campaign. The appropriation will be used in a merchandising and promotion campaign to stimulate sale of radio sets during 1947.

Mr. Cosgrove predicted that demand next year for high priced, "off brand" radios will drop so sharply that many of the manufacturers who have sprung up over night will be forced out of business.

A. D. Keller, chairman of the export committee of the RMA, said at the meeting that a total of 429,150 radio sets, valued at $11,000,000 were exported by American radio manufacturers during the first nine months of 1946.

Mr. Keller, an executive of Federal Telephone and Radio Corp., said that export sales climbed during 1946 from a figure of $500,000, representing February exports, to more than $3,000,000 worth of radio sets exported in September.

He said that most sets were sent to Latin America and Canada, with other sales being made in various European countries and the Philippine Islands.

WOR NEWS MEN WIN 22½% PAY INCREASE

THE RADIO WRITERS GUILD and representatives of WOR, ABC and CBS last Wednesday arrived at an agreement on a contract covering the station's news writers. The contract includes a 22½% salary rise, with a wage reopening clause after a year's duration. Contract, retroactive to Dec. 1, 1946, is effective for a year and a half.

The Guild also held a membership meeting on Dec. 10 at which time the national council reported its four-point basic contract for freelance and contract writers. The contract includes the following four points (1) lease of a show (not direct sale), (2) a Guild shop, (3) a revised release form, and (4) a basic minimum scale for shows of varying length, commercial or sustaining.

The Guild plans to negotiate with the networks sometime this month on behalf of freelance writers for sustaining programs.

Warner Signs NBC

WILLIAM R. WARNER Co., New York (Rayve Shampoo), Jan. 23 starts sponsorship of *Grand Marquee*, an NBC packaged dramatic show, on NBC, Thurs. 7:30-8 p.m., period which will be vacated by the *Dennis Day Show* when it moves to Wed. 8-8:30 p.m. on Dec. 25. The program will go on the air sustaining from Dec. 26 until Jan. 23. The *Dennis Day Show* replaces *Mr. and Mrs. North* in the Wednesday evening spot, with the latter program being discontinued after Dec. 18. Dennis Day is sponsored by Colgate-Palmolive-Peet Co. through Ted Bates Inc., New York. Agency for William R. Warner is Roche, Williams & Cleary, New York.

NOW YOU CAN

INCREASE

YOUR EARNING POWER IN RADIO!

Unless you have had specialised training in radio, under expert guidance—you may not have capitalised completely on your talent. Now is the time—with more and more people coming into radio—to develop your capacities to the fullest degree.

Betty Wason, former war correspondent for CBS: "Your course is a provocative beginning for the novice in radio, and an excellent brush-up for those who want to acquire a smoother technique. . . ."

The National Academy of Broadcasting—oldest school in America teaching broadcasting techniques—offers a complete course of study, including announcing, acting, script-writing, etc. Under the direction of Alice Keith, nationally famous author and educator. GI accredited.

★

Address inquiries to:
NATIONAL ACADEMY OF BROADCASTING
1366 Irving St., N.W., Dept. 108, Washington 10, D. C.

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

Benjamin Moore & Co. On ABC; Others Renew

ABC last week announced signing of four renewal contracts and one new contract. Benjamin Moore & Co., New York, effective March 1, 1947, for 13 weeks starts sponsorship of the *Betty Moore* program, Sat. 10-10:15 a. m. Agency is St. Georges & Keyes, New York.

The Andrew Jergens Co., Cincinnati, has renewed for 53 weeks *Jergens Journal* with Walter Winchell, Sun. 9-9:15 p.m., and *The Louella Parsons Show*, Sun. 9:15-9:30 p. m. Agency is Robert W. Orr & Assoc., New York. Kellogg Co., Battle Creek, Mich., Dec. 30 for 52 weeks has renewed *Hollywood Story* and Galen Drake as replacements for *Kellogg Home Edition*, Mon. through Fri. 11:30-11:45 a. m. Agency is Kenyon & Eckhardt, New York. Kellogg also has signed 52-week renewal contract effective Dec. 30 for its segment of Tom Brenneman's *Breakfast in Hollywood*, Mon. through Fri. 11:15-11:30 a. m., through Kenyon & Eckhardt, New York. Sterling Drug, New York, Jan. 6 for 52 weeks renews *Bride and Groom*, Mon. through Fri. 2:30-3 p. m. through Dancer-Fitzgerald-Sample, New York.

ABC Now Has 238 Outlets As 2 More Stations Join

ABC last week announced two more affiliates, bringing the total number of the network's stations to 238.

WTOK Meridian, Miss., operating with 250 w on 1450 kc, owned by the Meridian Broadcasting Co., and managed by Robert Wright, joined ABC on Dec. 8 as a south central supplementary station.

KREO Indio, Calif., operating with 250 w on 1400 kc, owned by the Broadcasting Corp. of America and managed by Riley Gibson, joins the network Jan. 1.

Southland Group Seeks New North Miami Station

ROBERT E. WASDON, former program director of AFN, Germany, is 25% stockholder and secretary of the Southland Broadcasting Co. which last week applied to FCC for a new station at North Miami, Fla. to operate on 1070 kc, 250 w, daytime only. Mr. Wasdon is also 25% owner and vice president of the Commonwealth Broadcasting Co. which owns station WLOW Portsmouth, Va., and was associated with WPLM Suffolk, WRAL Raleigh and WFTC Kinston.

Other stockholders in the Southland Broadcasting Co., holding 25% each, are: Joseph W. Yates, president, who is sole owner of Yates Funeral Home, Ft. Pierce, and 50% owner of McCormick Funeral Home at Columbia, S. C.; Claude C. Tillman, vice president, who operates the Padricks Tourist Cottages at Fort Pierce with his brother Ollie H. Tillman, treasurer of the Southland Broadcasting Co.

WMAL Washington had its image orthicon cameras, among first to arrive in the Capital, on display last week at the Statler Hotel. The demonstration included merchandise displays telecast to receivers within range of guests. Frank W. Harvey (l), director of television operations for Evening Star Broadcasting Co. (WMAL), is shown at camera controls and switching unit. Looking over his shoulder is Harry Hoskinson, television producer, while Dan Hunter, WMAL chief engineer, mans the camera.

Chicago Hears Potentials Of Commercial Television

CHICAGO's first television symposium, sponsored by the Electric Association, for all agency executives, drew about 200 people to the Edison assembly hall Wednesday (Dec. 11) evening.

Informal talks pointing out the advertising potentials of television and the importance of getting in now while costs are low, were given by R. Werrenrath, director of special events, WBKB, who discussed the "Progress and Development of Television" and also WBKB's rate card; Richard Hooper, television promotion manager of RCA Victor, "Television Facilities Available . . . Present and Near Future"; Paul Mowrey, national director of television ABC "Advantages, Costs and Results of Television"; Ardien B. Rodner, supervisor of television, Commonwealth Edison Co. "Potential of Television as an Advertising Medium."

Agenda included a television demonstration, a welcoming address by Fran Harris of Ruthrauff & Ryan, also chairman of the Advertising Agencies Television Promotion Committee, "Sight Seeing at Home" a General Electric movie on television and a question and answer session.

3 Executives Added

NEWLY formed Robert W. Orr & Assoc., New York, has added three new executives to its staff. They are: John Hoagland, formerly associated with the ABC sales department as an account executive, who will be in charge of radio in New York for the agency; Richard Diggs, formerly a radio director of Ward Wheelock & Co., Lennen & Mitchell and BBDO, who will be in charge of the agency's radio activities on the West Coast, and Steve Bowen, formerly with J. Walter Thompson Co., New York, as a space buyer, who will head the media department.

GE Drops 'Party'

BECAUSE of production delays and shortages and the general economic outlook General Electric is dropping sponsorship of the three weekly Art Linkeletter *House Party* program on CBS effective Jan. 10. It was reported that Procter & Gamble was interested in buying show for placement on another network. It also was understood that when production problems are solved General Electric will return to radio as an advertising medium.

New Contract Ups Pay For WHOM Engineers

THE AMERICAN COMMUNICATIONS Assn. (CIO) has concluded negotiations with Generoso Pope, owner of WHOM New York, for a new contract to cover engineers of his independent station, the union announced last week.

The contract, which was signed Dec. 4, set minimum and maximum engineer scales over a four-year period at $67.50 to $97.50, respectively. WHOM engineers have previously reeceived salary ranges of $47.50 to $75, the union said.

Engineer supervisors will, under the new contract, receive a base pay of $110 weekly. In addition, a night differential scale of 10% has been authorized for WHOM technicians whose hours of work are from midnight to 8 a. m.

WCTC Goes On Air

WCTC New Brunswick, N. J., new station staffed by veterans of World War II, went on the air at 6 a. m. Dec. 12. The station, operating on 1450 kc, is owned by the Chanticleer Broadcasting Co. President of company is James L. Howe, graduate of Rutgers U. and former major in Army Airways Communication Service. Programs featured are: nine daily newscasts, Monday thru Saturday; local public interest programs; and Sunday morning church services broadcast from local churches.

GILLETTE SPONSORING MOST OF BOWL GAMES

GILLETTE SAFETY RAZOR Co., Boston, on Jan. 1 will sponsor a football contest in practically every "bowl" throughout the country, except the "shaving bowl."

On CBS Gillette will sponsor the Orange Bowl game from Miami at 1:45 p. m., with the play-by-play description by Red Barber and Jimmy Dolan, and on ABC the Sugar Bowl game from New Orleans, 2:45 p. m., with Harry Wismer giving the details.

The Cotton Bowl game will be sponsored by the razor firm on MBS, 2 p.m., described by Jim Britt and Charles Jordan, while the East-West All-Star game played at San Francisco for the benefit of the Shriners hospital for crippled children, also will be Gillette-sponsored on MBS at 4:45 p. m., with Ernie Smith doing the play-by-play.

The Rose Bowl game, which is not sponsored, will be carried on NBC at 4:45 p.m. with Bill Stern giving the play-by-play account.

WNEB, Fourth Worcester Outlet, Takes Air Today

WNEB, Worcester's fourth radio station, owned by New England Broadcasting Co., takes the air today and will be operated as a full-time independent with 250 w on 1230 kc. Station, represented nationally by Adam J. Young Jr. Inc. and in Boston by Kettell-Carter, has contracted for UP wire service and will have three-man local news staff.

Executive heads of New England Broadcasting are Paul C. Lytle, president; Kenneth B. Murray, vice president; John J. Hurley, treasurer. Mr. Hurley, formerly with NBC program and legal departments in Washington, will act as general manager.

Leslie F. Smith, formerly with WFEA and WMUR Manchester, N. H., is commercial manager; John F. Morse, formerly with WORC Worcester, program director; Vernon P. Wilson, formerly with WCOP Boston, chief engineer; Jeanne Connelly, formerly of NBC program department, New York, in charge of women's activities; Dorothy Murray, formerly in charge of media at Moore and Hamm Advertising Agency, New York, promotion and commercial traffic manager.

Other members of the staff include: engineering—Leo F. Jones, Donald G. Lekberg and J. William Johnson; announcing—George Hayward, Rollin C. Smith, William W. Pierce, Joseph R. Witkins, Paul W. Larson and Arthur W. Smith; office—Mary D. Daley, copy department, and Helen M. Matuzek, bookkeeper; news—Andrew F. Hickey Jr., Philip Peters and William R. A. Sweeney.

Havana TV Demonstration

ALLEN B. DU MONT Labs. is presenting 13-day television demonstration in Havana—Cuba's first—under auspices of Compania Importadora de Lubricantes, S. A., which is building Havana video station. In Cuban capital: Mortimer W. Loewi, executive assistant to president Du Mont; Robert F. Jamieson, assistant manager, WABD N. Y.; and eight technicians.

Local for Cleveland Suburb, Regional in Raleigh Proposed

SUBURBAN CLEVELAND would be given its first station—a local—while Raleigh, N. C. would acquire a third outlet—a regional—under proposed decisions announced last week by the FCC. A third proposed grant would go to Middlesboro, Ky. At the same time the Commission granted a local outlet to Citrus Belt Broadcasters Inc. for Winter Haven, Fla.

Samuel R. Sague, former program director of WMOH Hamilton, Ohio, and one-time announcer on WJW Akron (before it moved to Cleveland), was awarded a proposed grant for 1490 kc, 250 w fulltime for Cleveland Heights. The Commission proposed to deny applications of three others for stations in Cleveland proper.

Equitable Distribution

The FCC said since Cleveland has four stations a grant to Cleveland Heights would "tend toward a more fair, efficient and equitable distribution of radio frequencies among the several communities" comprising Greater Cleveland.

Mr. Sague on Sept. 19 was granted a conditional FM construction permit for a Class A station for Cleveland Heights. He plans to have both stations on the air next spring.

Proposed denials for Cleveland, all seeking 1490 kc, 250 w fulltime: WMAK Inc., headed by Chester E. Daly, sales executive of WBEN Buffalo, president and 36% owner; Cuyahoga Broadcasting Co., of which principal stockholders are Howard L. Chernoff, managing director, West Virginia Network, 25%, and Robert M. Kilgore, Beckley, W. Va., son of Sen. Harley M. Kilgore (D-W. Va.) 20%; and Forest City Broadcasting Co., made up of 12 Ohio residents.

The proposed Raleigh grant, for 850 kc, 5 kw unlimited, directional antenna at night, would go to the News and Observer Publishing Co., headed by Josephus Daniels, former Secretary of the Navy and Ambassador to Mexico. The FCC would deny the application of Capitol Broadcasting Co., licensee of WRAL Raleigh, for 850 kc with 1 kw power, in Greensboro, N. C.

Greensboro and Raleigh have two stations each, but the FCC found that the proposed Raleigh station would serve twice as many persons as the proposed Greensboro outlet. "The News and Observer Publishing Co. proposes to render service to the city of Raleigh in which it has published a newspaper over a number of years" whereas the Capitol officials who would direct the Greensboro station "live in Raleigh" and do not intend to live in Greensboro should the station be granted.

"These considerations are highly important with respect to an applicant's ability to effectively gauge the needs of the area to be served," said the Commission. The third proposed decision:

Middlesboro, Ky.—Proposed grant of CP 1490 kc 250 w unlimited time to Pinnacle Broadcasting Co., partnership consisting of E. P. Nicholson Jr., lawyer and banker, and John Wallbrecht, banker. Proposed denial of same facility to Cumberland Gap Broadcasting Co., Nell G. Barry, head of bottling works, 12.5%; Dr. U. G. Brummett, vice president and director, 7.5%; J. Mitchell Alexander, grocer, secretary-director, 5%; C. H. Arundel, editor, treasurer and general manager, no interest; Dr. J. M. Brooks, dentist, director, 12.5%; Dr. C. H. Brosheer, physician, director, 12.5%; Robert L. Kincaid, president of Daily News, 12.5%; Dr. A. G. Barton, optometrist, 12.5%; S. A. Nars, 7.5% (agrees to sell to Mr. Barry and Mr. Kincaid); Dr. J. H. Brooks, dentist, 10%; Dr. H. C. Chance, physician, 7.5%.

Final Decision

Winter Haven, Fla.—Citrus Belt Broadcasters Inc., 1490 kc, 250 w, fulltime. Principals: Frederick L. Allman, president-director, 66 2/3%; Maj. John W. Brandstetter, formerly of Signal Corps, vice president-director, 16 1/6%; Capt. Lawrence A. Rollins, also formerly of Signal Corps, secretary-treasurer, 16-1/6%. Capt. Rollins, before the war, was executive news editor of the Miami Herald and Maj. Brandstetter was radio coordinator, Houston Public Schools. Application of Carl Connie Floyd and wife, Esther Ferris Floyd, doing business as Winter Haven Broadcasting Co., for same facilities denied. The Floyds own several theatres in Florida.

Bribery Charge

CHARGES that gifts had been given to British Broadcasting Corp. officials by persons seeking contracts with BBC were made in the House of Commons Dec. 11 by Laborite Wing Commander G. Cooper during a debate on renewal of the BBC charter, according to a London dispatch to the *New York Times*. Sir Allan Powell, retiring chairman of BBC's board of governors, said the charges would be investigated by Sir Valentine Holmes, an attorney. Earlier in the session Prime Minister Attlee announced appointment of Lord Inman as BBC board chairman to succeed Sir Allan, whose term has expired. Mr. Attlee also has appointed Lady Reading vice chairman.

Date Postponements

SEVERAL postponements of revised allocations hearings and extensions of time for filing of briefs were announced by the FCC last Thursday. In the matter of revised frequency service allocations between 1,000 and 13,000 mc oral argument previously set Jan. 15 was postponed until Jan. 28 and time for filing briefs was extended to Jan. 20. In revised allocations to non-government fixed and mobile services in 30-40 mc band, oral argument was set for Jan. 27 and time for filing of briefs was extended to Jan. 17. For revised allocations to non-government fixed and mobile services in 152-162 mc band oral argument previously set Dec. 17 was postponed to Jan. 27 and filing time for briefs was extended to Jan. 17.

FIRE COVERAGE

Atlanta Stations Give Full Story of Disastrous Blaze

ATLANTA'S radio stations gave full news coverage to the disastrous Winecoff Hotel fire in which 120 persons lost their lives Dec. 7.

WAGA set up remote facilities across the street from the hotel and had on-the-spot eyewitness reports on the air at 6:45 a. m. (fire broke out about 3:30 a. m.), Dale Clark, WAGA's news editor reports. From then until 3:10 p. m., when an Atlanta minister climaxed the reporting with an appropriate eulogy and prayer, WAGA carried a running story of the fire and its victims.

A crew from WGST, using a wire recorder, had completed its first on-the-spot broadcast by 5:30 a. m., and WGST put this broadcast on the air at 6:30 a. m. Subsequent descriptions of the fire were broadcast at 7, 8, 8:45 and 10 a. m., according to John Fulton, WGST general manager. At 8 a. m. the nation heard WGST's reporter, John Fulton, give an eye-witness report of the disaster over CBS. Other stations with network facilities cooperated in a similar manner in feeding news of the fire to the networks.

WATL was on the air all morning with a description of the tragedy, and WSB, *Atlanta Journal* station, did a thorough job of giving its listeners an account of what was taking place.

The fire provided such good news copy that stations in every section of the country made special efforts to cover. WIS Columbia, S. C., was fortunate in having Newscaster Jack Knott in Atlanta on the day the fire occurred and was able to give its listeners an eye-witness account. Newscaster Knott, who was on the scene of the fire a few minutes after it broke out, presented a 15-minute resume direct from the disaster city at 1:45 p. m., using a studio made available to him by WSB Atlanta.

To Assist Stations

A PLAN to assist radio stations in carrying out expansion programs has been announced by Stark & Co. of New York. Firm will engage in public and private financing of broadcasting companies and act as a clearing house for station owners in the purchase and sale of radio properties. Howard E. Stark, president of the firm, was formerly associated with Lehman Brothers, New York investment banking firm.

HOT SALES . . . SWEET MUSIC with

CLEVELAND'S Chief STATION

Let WJW give the perfect pitch to your advertising message . . . key it to the large Cleveland audience . . . to bring you sweeter profits in sales.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

At Deadline ...

NEW NEWARK REGIONAL AMONG FCC PROPOSALS

PASSING FAVORABLY on 8 of 11 applications in 620-kc proceedings, FCC Friday proposed grants for new regional stations at Newark, N. J., and Jackson, Miss., new local at Durham, N. C., and improved facilities for WAGE Syracuse, WCAX Burlington, Vt., WDNC Durham, WROL Knoxville, KWFT Wichita Falls, Tex. Three applicants given proposed denials because mutually exclusive with grants proposed.

Newark proposed grant (620 kc, 5 kw, DA fulltime) to Newark Broadcasting Corp., headed by Arthur Walsh, vice president Edison Co. and former Senator. Mutually exclusive with Newark request, New York new-station applications of Donald Flamm (former owner WMCA New York, now half-owner WPAT Paterson, N. J.) and Metropolitan Broadcasting Service (principally owned by Jerome K. and Nathan M. Orbach of Orbach's Dept. Store, with New York Mayor William O'Dwyer minority stockholder, and program advisory council headed by Paul F. Lazarsfeld of Columbia U., given proposed denials. Both requested 5 kw fulltime on 620 kc. FCC said Newark with one fulltime and one share-time station needs additional outlet more than New York with 16 stations. Proposal carried conditions on radiation from WAGE.

Jackson proposed grant (620 kc, 5 kw day, 1 kw directionalized at night) to Rebel Broadcasting Co., partnership of C. A. Lacy, 15-year broadcasting veteran; Charles E. Russell, W. C. McCarty and T. E. Wright, businessman. Grant subject to interference received from WROL and KWFT.

In Durham new-station grant, Public Information Corp. would get local assignment of WDNC (1490 kc, 250 w, fulltime) in view of proposed grant for WDNC change to 620 kc with 5 kw day and 1 kw night, DA fulltime. Public Information Corp. principally owned (32.9% each) by Thomas B. Sawyer, former Greensboro, N. C. station announcer and producer; his father, P. M. Sawyer, Federal Internal Revenue agent in charge of Greensboro district; Dr. Roma S. Cheek, executive secretary of N. C. State Commission for Blind.

In proposing WDNC shift from 1490 to 620 kc, FCC proposed denial of WRAL Raleigh application for same assignment. WRAL now 1240 kc, 250 w, fulltime. FCC said radio service be more equitably distributed by WDNC grant, which subject to interference received from WAGE and/or WROL, and to limitations on radiation toward WSUN St. Petersburg, Fla.

WAGE, now on 620 kc with 1 kw fulltime, DA at night, would be authorized to go to 5 kw daytime and, upon filing appropriate application specifying engineering conditions already agreed to, to increase night power to 5 kw with DA.

Other proposed grants to existing stations:

WCAX, go from 1 to 5 kw on 620 kc, DA fulltime.

WROL, increase from 1 kw day and 500 w night on 620 kc to 5 kw fulltime, directionalized (conditions regarding radiation toward WSUN).

KWFT, increase from 5 kw day and 1 kw night on 620 kc to 5 kw fulltime, DA at night (subject to interference received from WROL).

Principal owners of Newark Broadcasting, proposed grantee, include Mr. Walsh (20%); Arthur Vanderbilt (30%), dean New York U. Law School; Stuart Heddon (20%), retired banker; Earl Rodney (20%), investment banker.

HUDSON TO COAST

ROBERT W. HUDSON, FCC Law Dept., Broadcast Division, named FCC regional attorney on West Coast succeeding John P. Hearne, resigned [BROADCASTING, Sept. 16]. Tulsa native, Mr. Hudson joined FCC in March 1943 as assistant to Comr. Ray C. Wakefield, joined Army in August 1944, helped prosecute Japanese war criminals in Philippines before returning to Commission last October. Due to take up new duties about Jan. 1. Dee Pincock, interim regional attorney following Mr. Hearne's resignation, returned to Washington.

HYNEMAN LEAVING FCC

CHARLES S. HYNEMAN, assistant to FCC Chairman, resigning to become professor of political science, Northwestern U., effective Jan. 6. Mr. Hyneman, former head of Foreign Broadcast Intelligence Service, became assistant to Chairman in August 1945, assigned chiefly to streamlining procedures.

TELEVISION MONOPOLY ISSUE RAISED BY CRAVEN

MONOPOLY issue in television raised Friday afternoon by T. A. M. Craven, Cowles Broadcasting Co. vice president, as FCC wound up week-long hearing on CBS petition to open 480-920 mc band immediately for commercial color television (early story page 16).

Supporting CBS system of sequential scanning, he said failure to standardize new band might serve to intrench as permanent monopoly few broadcasters who have rights in low band now open to black-and-white. He proposed FCC allocate more space at upper end of band, extending it to perhaps 960 mc.

Carl Haverlin, vice president, Thomascolor Inc. and MBS vice president, appearing for former, described its color separation system, said it can aid television. Richard L. Campbell, president, Continental Television Corp., told FCC upper frequencies offer chance for better resolution in images.

FCC Chairman Charles R. Denny Jr. said parties in proceedings should be ready for cross examination as soon after Jan. 6 as three-day hearing can be scheduled for rebuttal and cross-examination.

BENNY FIRST, HOPE SECOND ON COAST IN NOVEMBER

JACK BENNY first, Bob Hope second, Red Skelton third among first 15 programs on Pacific Coast in Hooper Nov. report. Evening audience rating 9.2, up 0.5 from last report, up 0.8 from same 1945 period. Daytime audience rating 3.9 also up—0.2 from last report, 0.4 from year ago. Average evening sets-in-use 35.1, 2.6 more than last report, 4.0 more than year ago. Average daytime sets in use 16.3, up 1.3 from both last report and year ago.

First 15: Jack Benny 37.9, Bob Hope 33.2, Red Skelton 32.1, Walter Winchell 28.2, Fibber McGee & Molly 26.5, Fred Allen 25.4, Eddie Cantor Show 23.0, Charlie McCarthy 22.2, The Whistler 20.1, Bandwagon 19.9, Great Gildersleeve 19.8, Judy Canova Show 18.6, Truth or Consequences 18.4, Radio Theatre 18.2, Amos 'n' Andy 18.0.

SURPLUS TUBE SALE

WAR ASSETS ADMINISTRATION today placed on sale millions of electronic tubes developed for radar and other war use. Included are types designed for transmitting and receiving sets and control devices. Prices range from 40 cents to $4. Minimum of 100 tubes must be purchased. WAA has reserved 15% of tubes for veterans and other priority claimants, who may exercise preference through Jan. 2. Remainder for sale immediately without priority. Address inquiries to Akron Sales Center, Electronics Division, WAA, P. O. Box J, East Akron 5, Ohio.

TWO BUILDINGS APPROVED

NEW Office of Temporary Controls, which absorbed Civilian Production Administration (see page 79), announced Friday two radio building permits. ABC given grant for $38,765 building for radio equipment in Alameda County, Calif., and John H. Stenger, WBAX Wilkes-Barre, permit for $5,000 building. Both granted because of eviction.

AUTOMOBILE Mfrs. Assn. plans newsmen's preview New York for ABC's televised *Video Reports to America*, to be premiered over WABD Dec. 19, 8:30 p.m.

FCC ASKS INDUSTRY AID; ENGINEERS' MEETING JAN. 6

FCC at Jan. 6 engineers' meeting will ask industry engineers to take over large part work load in processing broadcast applications. In public notice Friday Commission appealed to applicants' engineers for advice and suggestions, particularly with reference to Processing Line 2. FCC said trained engineers familiar with Commission allocation procedure necessary "and it has been impossible within the Commission's budgetary limitations" to obtain such engineers, make "satisfactory progress." Text public notice:

The Commission has noted with growing concern that despite all efforts to streamline and expedite staff-handling of applications for standard broadcast facilities, a large backlog of such applications still remains. This is particularly true of the more complicated type of applications for nighttime operation on regional and clear channels (cases in Processing Line 2). The most recent count shows 122 of these applications on which staff work has not yet begun. Applications of this nature which have been on file approximately one year are currently being processed for initial consideration in contrast to an approximate "age" of 60 to 90 days for the simpler type of calculations involving local channel or daytime only operation. (Processing Line 1).

Trained engineers familiar with Commission allocation procedures are necessary in order properly to inform the Commission regarding Processing Line 2 applications and it has been impossible within the Commission's budgetary limitations, to secure engineers with the requisite qualifications in sufficient number to make satisfactory progress in disposing of such applications.

In the interest of providing some method of processing the applications within a reasonable length of time, the Commission has under advisement several suggestions advanced by various applicants and consulting engineers, as well as by members of the Commission staff, which would permit a large portion of the engineering work necessary for Commission consideration of an application to be done by the applicants' engineers, at least until such time as this work is reasonably current. There are a number of problems and details which must be worked out under any such plan, and for that purpose a meeting of all engineers interested in assisting the Commission in expediting action on standard broadcast applications is planned to be held at the Commission's offices in Washington, D. C., on Jan. 6 1947.

Primary purpose of the meeting will be to acquaint the applicants' engineers with the Commission's method of processing an application, to advise them of the engineering information which the Commission must have for proper consideration thereof, and to secure concrete suggestions as to how applicants can best aid the Commission in supplying engineering details. Such ideas and suggestions are earnestly solicited, and engineering consultants in particular are requested to give careful consideration to the problem and to be present with concrete and workable proposals at the Jan. 6 meeting.

NEW WABD ANTENNA

WABD New York, Du Mont video station, erecting new antenna, RCA three-bay super turnstile model, atop headquarters building midtown, New York, 689 feet above sea level. First of its type, new antenna will increase station's radiated power from 1.81 kw to 17.8 kw; in operation Feb. 1.

CHARLES H. CRUTCHFIELD, WBT Charlotte manager, appointed North Carolina radio chairman Brotherhood Week (Feb. 16-23) sponsored by National Conference of Christians and Jews.

KSTP RIVAL BID

(*Continued from page 4*)

control of KSTP unless St. Paul Assn. of Commerce was given opportunity to meet outside price. This letter, it was said, was written after St. Paul Assn. members had advanced about $35,000 to station to keep it in operation.

Emphasized in application is desire to keep ownership and control of KSTP in hands of people who live and have business interests in area served by station and in opposition to having outside interests in control of Twin Cities station. Hubbard arrangement with Avco described as "irrevocable option."

We asked our audience for help . . . and received it!

Last month WLW announced a United Nations Essay Contest. Open to all members of our audience, we used this means to try to determine how WLW could best contribute to the interest in, and understanding of, the United Nations.

To the three persons submitting the best answers (in the opinion of the presidents of the state universities of Ohio, Indiana, Kentucky, and West Virginia) WLW awarded a 4-day, expense-paid trip to New York by air to witness important sessions of the UN Assembly. The party left Cincinnati December 2, accompanied by a WLW representative.

The results of the contest far exceeded our expectations. The subject, while extremely important to us, was not one of mass appeal. Thus, we were both surprised and pleased when nearly 500 essays were submitted—not just from students and teachers, but from listeners of all ages and in many walks of life. Most important, we received many practical, well-conceived ideas and suggestions.

The three winners were . . .

Miss Lucille Foreman, teacher of Journalism and American Literature, Harding High School, Marion, Ohio.

Miss Hedvika Lucas, 16-year-old high school student of Cuyahoga Falls, Ohio. Born in Czechoslovakia, Miss Lucas and her parents fled across western Europe just ahead of the Nazis and arrived in America in 1942 after surviving two ship torpedoings.

Edward R. Bartlett, Dean of DePauw University, Green Castle, Indiana, and now in his 24th year as a member of that school's faculty.

The suggestions and ideas offered in the essays are being studied now and will serve as the basis for a series of broadcasts and activities which we sincerely hope will stimulate the interest of our listeners and contribute to their understanding of the concept of the United Nations.

WLW
THE NATION'S STATION

CROSLEY BROADCASTING CORPORATION